

LIFE



DUDE OUTFIT

APRIL 22, 1940

10 CENTS

Dear Madam—
who-wants-to
clean-easier:
The Greatest Hoover
of them all now
joins famous Hoover
Cleaning Family—



Is there a baby in the house? Hoover removes germs along with grit and makes baby's playground safer . . . Is there a dog in the house? Hoover gets those hard-to-get dog hairs (and moth larvae too) . . . and it keeps colors fresh!



Easy-to-use-tools for color-cleaning above the floor. Their long arms reach everywhere—their brush-and-suction cleaning gives colors a new freshness. Handy "hang-up" kit.

Left to right—new Hoover 60 Cleaning Ensemble; Hoover Ensemble in Brown; Hoover 305. Prices as low as \$52.50. Terms as low as \$1.00 per week, payable monthly, with small carrying charge.

Doesn't your common sense whisper in your ear, "I'm going to see and try the Hoover before I buy" . . . You only live once and you might as well have the cleaner that 'most everybody recognizes as best.

It will save your colors, it will save your rugs and it will save you. Here, for example, are a few ease-making ideas in the newest Hoover cleaner (Model 60)—shown in foreground at left.

Easier to use—Gets more dirt in far less time with advanced Air-Cushioned Vibration principle. **Easier to find dirt**—with new full-width lens. **Easier to get dirt**—new low-slung design to get under low furniture. **Easier to empty**—zipper rayon bag holds Fibrefelt Hygienisac—dirt falls out neatly, without shaking. (Conventional cloth bag optional.) **Easier on the eye**—new "years ahead" design by Henry Dreyfuss, without a protruding knob or gadget.

Between five and six million women have already chosen the Hoover cleaner. The best stores sell it. It is built so that no woman, rich or poor, will be sorry she bought it. THE HOOVER COMPANY. Factories: North Canton, Ohio; Hamilton, Ontario.

HOOVER *—again years ahead*
REG. U. S. PAT. OFF.
IT BEATS • AS IT SWEEPS • AS IT CLEANS

SEE HOW MUCH MORE CAR LOW PRICE NOW BUYS!

MAKE THIS REVEALING "TWO-WAY" COMPARISON OF THE LUXURY AND QUALITY YOU GET IN "ALL THREE" LOW-PRICED CARS!



1. SEE THE QUALITY CHART FOR FACTS



2. TAKE THE LUXURY RIDE FOR PROOF

1 See the 1940 Quality Chart ... you get a clear picture of the size, safety, long life, and all-around value in "All 3." Of 22 important quality features found in high-priced cars:

*Plymouth has 21...
Car "2" has 11... Car "3" has 8*

2 To satisfy yourself still further—take this big 1940 Plymouth out on the road. Drive it and discover the sheer enjoyment of its great Luxury Ride.



Look beyond Plymouth's brilliant styling—realize its size, comfort, and engineering—you'll get a whole new idea of the fine-car quality low price can now give you!

The 1940 Quality Chart shows that Plymouth is the only one of "All Three" low-priced cars that gives you a majority of the 22 important quality features found in high-priced cars!

Only Plymouth gives you 117-inch wheelbase... front coil springs on all models... a big Floating Power "L-head" engine, famous for economy.

See the Quality Chart at your Plymouth dealer's. And be sure to take Plymouth's Luxury Ride. PLYMOUTH DIVISION OF CHRYSLER CORPORATION.

TUNE IN MAJOR BOWEN, C.B.S., THURSDAYS, 9-10 P.M., E.S.T. SEE THE NEW LOW-PRICED PLYMOUTH COMMERCIAL CARS!

PLYMOUTH

COUPES START AT	SEDANS START AT
\$645	\$699

DELIVERED IN DETROIT, MICH., including front and rear bumpers, spare wheel, tire and tube, foot control for headlight beam, ash-tray front and rear, sun visor, safety glass, and big trunk space (21.6 cubic feet). Prices include all federal taxes. Transportation and state, local taxes, if any, not included.

EASY TO BUY

PLYMOUTH BUILDS GREAT CARS

"PROTECTING THE AMERICAN HOME"



Before there were any banks in the Colonies, thrifty Vermonters like other New Englanders, often converted their surplus silver coins into silverware which was more readily identified in case of theft.

When money was melted for safety

No investment opportunities as we know them were available to the early Colonists. The little silver that could be saved by the thrifty was often melted and formed into functional things where it earned no interest. The thoughtful investor today knows that he can make his money really work for him through life insurance, and with guaranteed safety.

Let National Life Work for You

When your money is put to work for you in a company like National Life, you can make it serve you in many ways:

- to protect your wife and children against want.
- to build a retirement income for yourself.

—to build an estate of any size you wish for your family.

National Life Is a Strong Company

National Life is one of the oldest companies in America and has an established reputation as a policyholders' company. The following figures are taken from the 90th Annual Statement, December 31, 1939:

Insurance in Force	\$561,076,613.00
Increase in 1939	\$ 12,110,130.00
Assets	\$215,021,261.87
Liabilities	\$203,796,769.68

Surplus and Contingency Reserve...\$ 11,224,492.19

If you would like to see a more detailed financial statement, clip the coupon below and mail to us.

NATIONAL LIFE INSURANCE COMPANY

HOME OFFICE—**VERMONT**
MONTPELIER,

A Mutual Company, founded in 1850, "as solid as the granite hills of Vermont"

CLIP AND MAIL THIS COUPON

NATIONAL LIFE INSURANCE CO., DEPT. 115, MONTPELIER, VERMONT

Please send me without obligation a copy of your 90th Annual Statement showing the strength of National Life.

Name.....

Business or Home Address.....

LETTERS TO THE EDITORS

RKO Takes a Vacation

Sirs:

As director of research for RKO-Radio Studio in Hollywood, I wish to commend you for expert work on the story of *Kitty Foyle* (LIFE, April 1), which RKO is going to make into a motion picture starring Ginger Rogers.

And more particularly I want to express heartfelt thanks for saving me and my department a lot of work. On every film made by RKO we have to make up a book of information and pictures on costumes, settings, props and customs involved in the story to be filmed. The opening pages of our book on *Kitty Foyle* are the pages, clipped from LIFE, of your layout.

Now if you'll just dig up a layout showing 50 years of American customs and costumes, to give us a start on *The American Way*, I may be able to take a vacation this year.

ELIZABETH MCGAFFEY
Hollywood, Calif.

Rookie Rucker

Sirs:

LIFE for April 1 is great and the life of John Rucker is wonderful. Your set-up was far from completed when you left out a good picture of John's girlfriend, Miss Henrietta Redwine.

Best wishes for LIFE, John and the New York Giants.

FRANK O. DAY
Atlantic City, N. J.

● John was very reticent on the subject of beautiful Miss Redwine. In fact, the only picture of her that LIFE's photographer could find was the one on John's bureau (below). Said he: "I don't want any truck with women 'til I get to be a great player." —ED.



RUCKER'S PRETTY HENRIETTA

Sirs:

If John Rucker is as good as he is reported to be, and his Uncle Nap Rucker is a Brooklyn scout, how come he isn't a Dodger? The Brooks need a good outfielder.

C. W. PATTISON
Westport, N. Y.

● For the last few years, Nap has worked as scout for the Atlanta Crackers. As such he signed up John. Last Winter he went with the Dodgers, after having stood by helpless as the Crackers sold John to the highest bidder—the Giants.—ED.

Damn Yankee Editors

Sirs:

In your April 1 issue I noted the Newsfront picture of the statue of the late Huey P. Long and your sarcastic remarks alluding to "The Long regime in Louisiana, doomed to die on May 14." That is a base falsehood. The Huey Long regime died with its leader.

I wish you damn Yankee editors would not let the recent scandals reflect on a man that the U. S. Senate could not find fault with. It would be against your creed to let your propa-

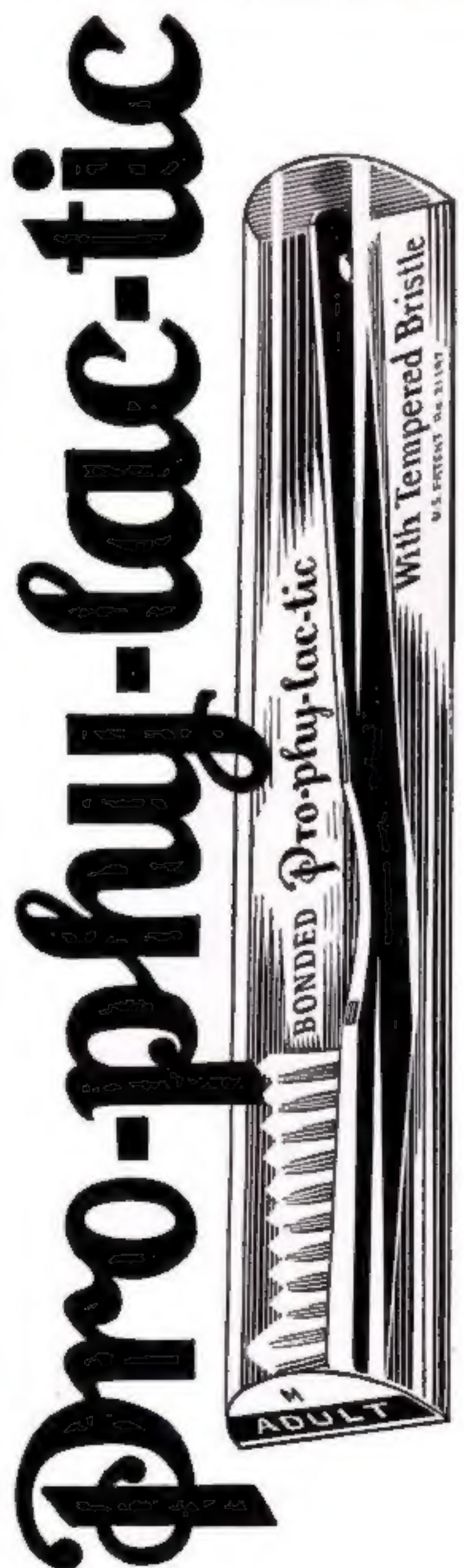
(continued on p. 4)

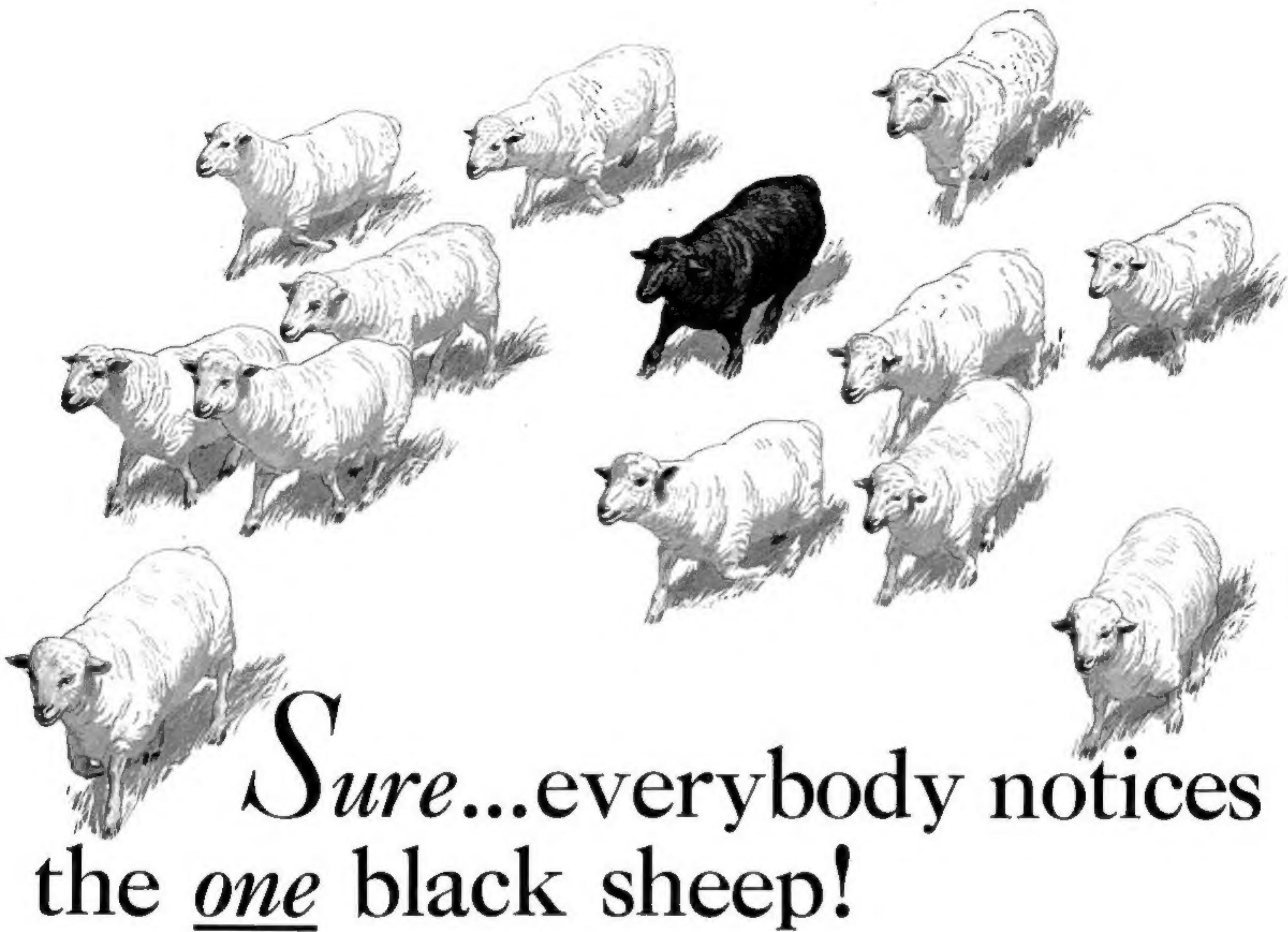
At Last!... a tooth brush GUARANTEED 6 MONTHS

Imagine it! A tooth brush so durable that we unconditionally guarantee it for six full months! That's how confident we are that the New Bonded Pro-phy-lac-tic, with amazing Tempered Bristles, will give you complete, month-in-and-month-out satisfaction.

See for yourself how Pro-phy-lac-tic's new tempering process, U. S. Pat. Re. 21,197, enormously improves the wearing quality of the finest natural bristle. Ask at any drug counter for this new, quality tooth brush with the famous Pro-phy-lac-tic tuft. It's packed in a crystal-clear, sanitary container, sealed at the factory for your protection.

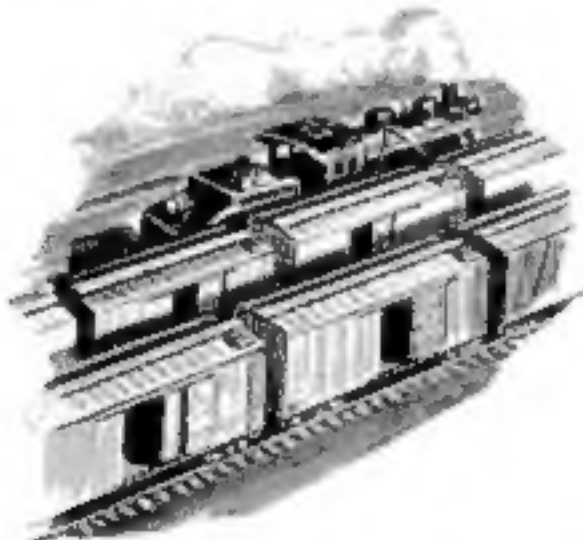
PRO-PHY-LAC-TIC BRUSH CO., Florence, Mass.





BEER WAS BREWED IN ANCIENT EGYPT:

Beer has been brewed for thousands of years. Ancient Egyptian manuscripts mention beer. Perhaps beer helped quench the thirst of workmen who built the Sphinx and Pyramids.



NEEDED: 312,500 FREIGHT CARS TO HOLD ALL THE FARM PRODUCTS USED BY BEER. A freight train 2,485 miles long would be needed to hold the 25,000,000,000 pounds of farm products bought by beer since re-legalization. Every year, the produce of 3,000,000 farm acres is purchased by beer.

TRADITIONAL BEVERAGE OF FRIENDSHIP AND OF MODERATION.

Good beer has always been associated with good manners and good friends. It is also the beverage of moderation . . . a point worth remembering in these busy, fast-moving modern times.



That's one of the reasons why the Brewing Industry has adopted a plan to eliminate ALL black sheep from Beer Retailing

Out of a quarter of a million retail establishments in America selling beer, there are bound to be a few retailers who disobey the law or permit anti-social conditions. Actually, the percentage of these "black sheep" retailers is very low.

Nevertheless...to protect the good name of beer...the brewing industry wants undesirable, anti-social retailing *eliminated entirely*. We want *all* beer taverns to be what the vast majority of them already are...clean, attractive, decent places, *as wholesome as beer itself*.

We are now taking action to do this with a new "clean-up or close-up" program. It is already in operation in a number of states and will be extended to others as rapidly as possible. We want you to know about it. May we send you an interesting *free* booklet? Write—United Brewers Industrial Foundation, Dept. A13, 21 East 40th St., New York.



BEER...A BEVERAGE OF MODERATION FOR THE NATION

This One



CJH7-THR-J228

ENOUGH STOCKINGS TO LAST A YEAR—AND I CALL THEM A GIFT!



① We had been considering a new vacuum cleaner for ages but felt we'd have to pay at least \$60 for one. Finally, George persuaded me to see the new G-E cleaner he had heard so much about. It sounded so wonderful I was sure it must be expensive.



② Nevertheless I stopped at my G-E dealer's for one of their three minute demonstrations. Well, that cleaner had everything and did more things than I ever dreamed possible! But I was even more amazed at the price—fully twenty dollars less than we expected to pay.



③ Well, my dear, I was so delighted with that buy that I immediately went on a silk stocking spree. Now I'm one of those rare women with stockings enough to last me a year because by buying a G-E cleaner I had \$20 I didn't expect to have.

YOU'LL ALWAYS BE GLAD YOU BOUGHT A G-E!

The low purchase price is only the first of a series of dividends you'll receive from this new G-E Cleaner. Your G-E Dealer will prove to your satisfaction that a G-E Cleaner will give you efficient performance and long life—plus other outstanding advantages.

1. Embedded dirt is loosened by a special tapping action of the motor-driven brush.
2. Super-suction whisks grit and dust into the cleaner bag—quickly, thoroughly, EASILY.
3. All difficult surface litter, like threads and dog hairs, disappears before the fine-combing action of the adjustable brush.

Be Sure you see G-E before you buy



\$39.95*

*Prices slightly higher west of the Rockies.

GENERAL ELECTRIC

LETTERS TO THE EDITORS (continued)

gandized public know that Long's funeral was attended by one of the largest gatherings at any funeral this world has ever known; not by gaping and curious, but wet-eyed mourners. You wouldn't want them to know that the beautiful capitol, the most beautiful in America, was built by Huey Long to replace a dilapidated piece of junk. You syndicated fancy-pants wouldn't want we, the people to know of a man who built one of the best networks of roads and bridges in the U. S. A.

If Sam Jones is one half as much for the people as Huey Long was, then God grant that man a happy life as governor.
MRS. D. H. JINES

Lake Charles, La.

Monstrosity?

Sirs:

Did LIFE's photographer have a bad night in Des Moines immediately before he appraised the Statehouse (LIFE, April 8)? The Iowa Statehouse is not "the ugliest State capitol in the U. S." On the contrary, it has been said to be "the most beautiful capitol in the U. S." Any guide around there will tell you it is.

WHITNEY GILLILLAND

District Court
Glenwood, Iowa

Sirs:

... I, for one, agree that the building is a hideous "monstrosity," a disgrace to this fair State.

ROBERT D. METCALF

Cedar Rapids, Iowa



IOWA STATE CAPITOL

Freight Station

Sirs:

On page 28 of the April 1 issue you print "the week's costliest picture."

But you go on to say that the picture was taken "at a freight station 50 miles east of Oakland, Calif."

Why not be specific? This tragic event occurred in front of the Southern Pacific station at Suisun. Suisun is an old, established, thriving community in the heart of the Solano County fruit-growing district, and has always been a prosperous and progressive little city.

DAN O. ROOT

Suisun, Calif.

● To thriving, fruit-growing Suisun, LIFE sends its humblest apologies. "A freight station indeed!"—ED.

"Queen Mary's" Funnels

Sirs:

Re the dramatic photograph of the departing *Queen Mary* (LIFE, April 1, p. 36), the caption reads, "pluming smoke from three funnels, etc." I was under the impression that most superliners have multiple funnels for appearance only.

Could it be possible that in the *Mary's* case a portion of the smoke is diverted to the dumplings for display purposes?

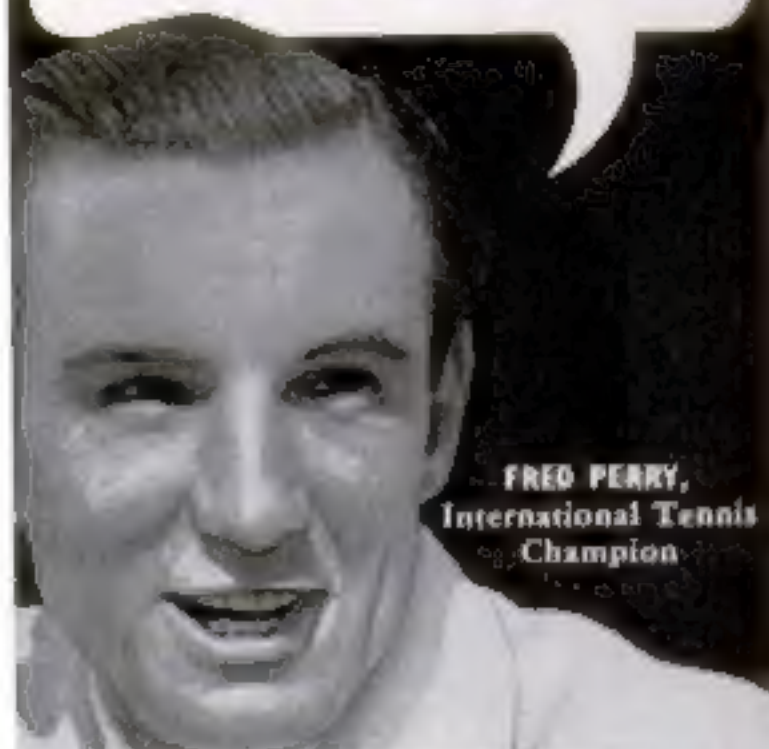
ROBERT COLE

Cleveland, Ohio

● No trickster is the *Queen Mary*. Her three funnels are all real, and all plume smoke very prettily.—ED.

(continued on p. 6)

LUCKY DAY FOR ME WHEN I FOUND OUT THAT THE GILLETTE TECH RAZOR MAKES SHAVING A BREEZE



FRED PERRY,
International Tennis
Champion

Millions Of Men Now Enjoy Shaving Speed And Comfort Never Experienced Before

FOR SHAVES worth telling your friends about, get acquainted with Gillette's new Tech Razor. "There's no discomfort... no nicks or cuts," says Fred Perry. "Easiest-shaving razor I ever used," agrees Coach Crowley. "Bucky" Walters, Gene Sarazen and thousands of others say the same.

Sets Up Your Beard

The Tech has four basic advantages. One is the solid bar guard. This sets up your whiskers like a barber does, speeds shaving and prevents nicks and cuts.

Made For Each Other

Today's Gillette Blue Blade has edges of a new kind. They're sharper, longer lasting. And because these blades are made to fit your Gillette Razor exactly, they spare you all the smart and burn of misfit blades.

Ask your dealer for the new Tech Razor and five Gillette Blue Blades. You pay only 49c... and satisfaction is guaranteed.

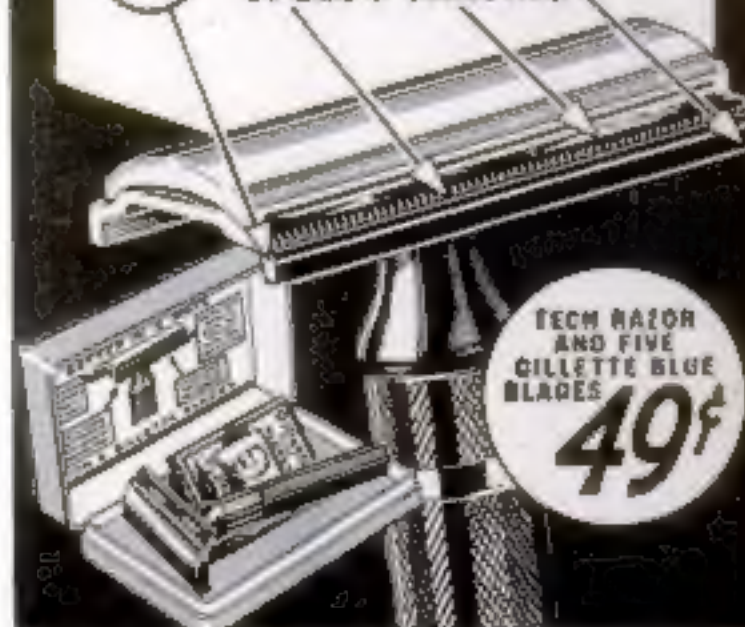
NO TROUBLE GETTING GOOD LOOKING SHAVES IN A JIFFY WITH THE NEW TECH RAZOR AND GILLETTE BLUE BLADE



JIM CROWLEY,
Head Football Coach, Fordham University

FOUR BIG IMPROVEMENTS

1. SOLID BAR GUARD ASSURES COMFORT
2. CLEANS QUICKLY—NEVER CLOGS
3. NON-SKID TREAD PROTECTS FACE
4. RIGID BLADE SUPPORT SPEEDS SHAVING



TECH RAZOR AND FIVE GILLETTE BLUE BLADES

49¢

TUNE IN GILLETTE'S KENTUCKY DERBY BROADCAST, MAY 4TH, CBS.

Count the cylinders.

Just looking at a Ford V-8 is pleasant, but let's lift the long, handsome hood and get down to business. Here's the heart of this car—that famous V-8 engine—*eight cylinders*—count 'em! No other car in the low-price field has a power plant like that!



check the features.

compare the price!

Step on it . . . there's pep a-plenty in that pick-up . . . smooth power that sends you sailing along . . . up the steepest hill just "breathing easy." You'll say, as they all say, "It takes an eight to match an eight!"

Power and speed aren't everything? Then look this whole car over . . . check its superior features—bigger brakes and battery, full torque-tube drive, dual down-draft carburetion—and riding comfort that owners are so enthusiastic about!

And—*don't forget this*—check the gas you use as you GO! Check it accurately—then you'll know why Ford topped all standard-equipped cars in its price class in the 1940 Gilmore-Yosemite Economy Run.

Last, but not least, there's price. With practically every reason for asking more, Ford doesn't. Check the low price of this big "8"—and the extra equipment included.

Get the FACTS—get a FORD—and get MOST for your money!


Ford
V-8

STEP UP TO THE V-8 CLASS

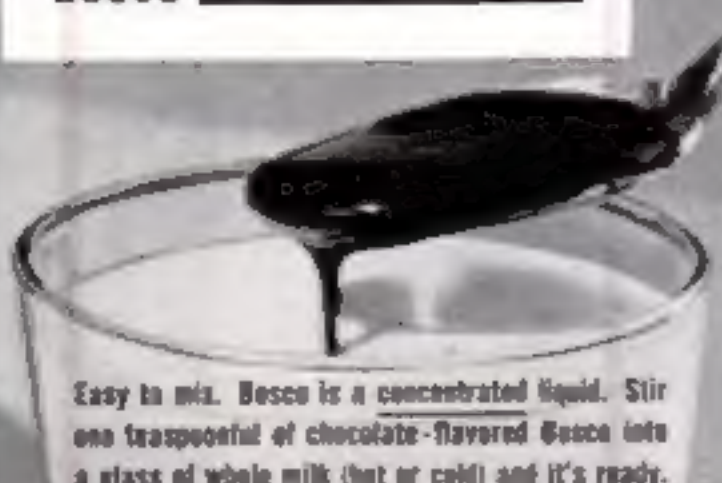


WHERE THERE'S PEP THERE'S
IRON



YES... IRON IS ESSENTIAL for growing youngsters (and for grown-ups, too)... to help build good red blood. Bosco adds to milk the iron that is lacking in many foods. And children drink more milk with chocolate-flavored Bosco. Costs so little, too.

IRON: Relative available amounts in
SPINACH ■■■■■
RAISINS ■■■■■
BOSCO ■■■■■



Easy to mix. Bosco is a concentrated liquid. Stir one teaspoonful of chocolate-flavored Bosco into a glass of whole milk (hot or cold) and it's ready.



Buy Bosco today from your milkman or grocer. If he does not handle Bosco, mail us his name and address. We'll see he is supplied. Bosco Co., 180 Madison Avenue, N. Y. C.

LETTERS TO THE EDITORS

(continued)

Bertrand Russell Case

Sirs:

Your article on Bertrand Russell (LIFE, April 1) was a very fine presentation of a now celebrated "case." It showed the man Russell as he really is, philosopher, mathematician, teacher; certainly not as the awful monstrosity that the alarmed puritans of this city have depicted him.

It was with profound enthusiasm that I and the rest of the students at City College greeted the news of Professor Russell's appointment, although the vast majority understood that only the few who would take Advanced Logic and the Philosophy of Mathematics would have the privilege of studying under Russell. It meant that students who hitherto had to content



BERTRAND RUSSELL IN STUDY

themselves with merely using Professor Russell's scholarly works would now be fortunate enough to receive direct instruction from the master himself. But a Brooklyn housewife and the Hearst newspapers are afraid that the morals of these Philo majors would be impaired by that bad old man. Tut, tut....

If this case goes to the United States Supreme Court I hope that the eminent jurist and teacher Justice Frankfurter (C. C. N. Y. '02) will deliver a scathing rebuke to these 20th Century Inquisitors.

HERBERT G. ROSEN

C. C. N. Y. '43

New York, N. Y.

Sirs:

As a student at U. C. L. A., I am ashamed of the mockery which Bishop Manning, Housewife Kay, "Little Willy," "Justice" McGeehan and the rest have made of freedom of speech, and freedom of the press.

Of course, no one thought of finding out just what sort of stuff Mr. Russell actually teaches his students, or how he affects their outlook on sex. As a senior at U. C. L. A. and a member of one of Russell's classes last semester, I can volunteer some information. What I learned from Russell was a fascinating history of the lives and ideas of Locke, Rousseau, Bentham, the Mills, Ricardo, Marx, Kant, Fichte and Hegel.

I came away from the course in "Philosophical Ideas in Practice" immensely enriched by an increased knowledge and by contact with a great man and brilliant teacher. My views on sex have been in no way altered—why? Because Mr. Russell talks only about the subject matter of his course!

C. C. N. Y. has suffered a loss. American democracy has suffered a loss. Rest assured that we students of U. C. L. A. will do our utmost to see that Bertrand Russell is re-hired on our faculty, so that he may be free to enrich the minds of young people, unmolested by narrow-minded bigots.

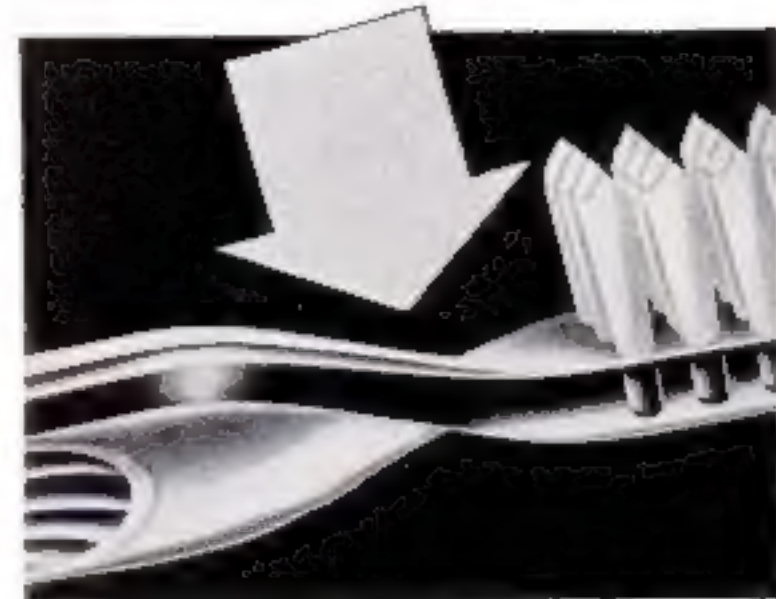
SANFORD MOCK

Beverly Hills, Calif.

(continued on p. 8)

Tooth Brush with TWIST

enables you to do



BETTER JOB
of massage, cleaning



with
LESS WORK

DIFFERENT!—in design
—in action—in results
... that's the remarkable
new D. D. tooth brush!

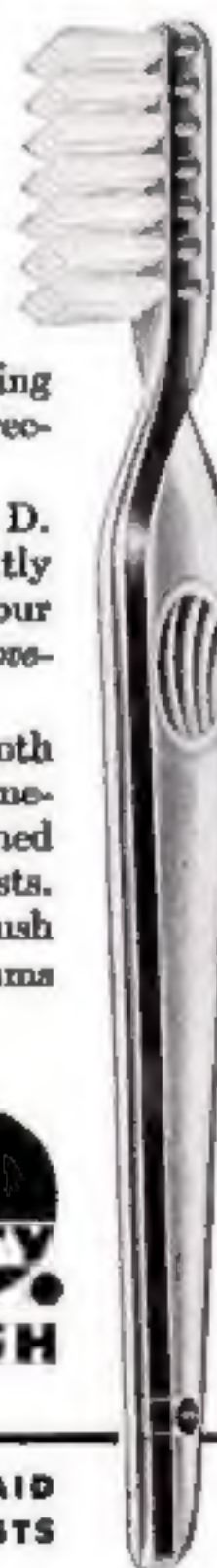
That exclusive twist in the handle makes it easy to clean your teeth... to do it with the correct brushing motion that your dentist recommends.

Not only does the new D. D. care for your teeth efficiently but it helps massage your gums, in the same simple movement of the brush.

Try the amazing D. D. tooth brush today. Get the full benefit of a tooth brush designed with the aid of 1,000 dentists. Let this modern tooth brush help you to have healthier gums and a brighter smile!

D.D.
DOUBLE DUTY
TOOTH BRUSH

DESIGNED WITH THE AID
OF OVER 1,000 DENTISTS



ELGIN ALONE OFFERS YOU THIS

Observatory-Certified Accuracy

★ **Lord Elgin** ★ ★ ★

21 JEWELS

★ **Lady Elgin** ★

19 JEWELS



To merit this certificate, each Lord and Lady Elgin must prove its time-keeping excellence under strict test conditions right in a great observatory



"I've fallen in love with my gracious Lady Elgin"

says **VIOLA RIDER JAMES,**
Charlotte,
North Carolina

Descendant of a famous North Carolina family, Viola Rider James attended Sweet Brier, where she presided as May Queen in 1939. She majored in art... is now studying singing and piano in New York. Her Lady Elgin is the fourteenth in her family.

DISTINCTIVE BEAUTY JOINS WITH AMAZING DEPENDABILITY IN THESE FINELY-ADJUSTED TIMEPIECES. EACH IS EQUIPPED WITH EXCLUSIVE NEW ELGIN FEATURES

YOU WHO CHERISH accuracy should note this fact: only Lord and Lady Elgins give you such complete assurance of timekeeping excellence. Before each watch is awarded its own individual Observatory Certificate, it must prove its ability in rigorous tests right in a great observatory.

The Lord and Lady Elgins are the finest achievement of ELGIN'S unique partnership of American craftsmen and scientists. Each is equipped with two exclusive ELGIN features: the Elginium hairspring* and the Beryl-X balance. Both are rustproof, non-magnetic, unaffected by climatic or temperature changes.

In these brilliant watches you will see the superb artistry of leading American designers. At your jeweler's now, priced from \$47.50.

*Patents No. 1,974,006 and 2,072,480



★ **ELGIN** ★

CHOICE OF DISTINGUISHED AMERICAN FAMILIES SINCE 1845

Visit the Elgin Watch Building at the New York World's Fair. Learn the thrilling story behind modern watchmaking.

Be a Woman Desired with this Fragrance men Love



Your womanly instinct as well as his eyes, both tell how alluring you are when bathed in the costly perfume of Cashmere Bouquet Soap—the fragrance men love.

YOU'RE doubly enchanting, young lady, when your skin suggests a breath of romance. For no man wants his idol to have "feet of clay." And you can be ever so perfect in make-up, hair-do, and costume—but if the scent from your skin is not delicate, and lady-like, then BOOM! The romance is off!

So remember, when you buy soap for the bath, Cashmere Bouquet has the fragrance men love. Yes, Cashmere Bouquet is the only fragrance of its kind in the world, a secret treasured by us for years. It's a fragrance with peculiar affinity for the senses of men.

Massage each tiny ripple of your body daily with this delicate, cleansing

lather! Glory, too, in the departure of unwelcome body odor.

Thrill as your senses are kissed by Cashmere Bouquet's exquisite, lingering perfume. Be radiant, and confident to face the world!

You'll love this creamy-white soap for complexion, too. Its gentle, caressing lather removes dirt and cosmetics so thoroughly and leaves skin smooth and fresh looking.

So buy Cashmere Bouquet Soap before you bathe tonight. Get three cakes at the special price featured everywhere.

3 for 25¢

Wherever fine soaps are sold



TUNE IN! WAYNE KING'S MUSIC
AND FREE DIAMOND RINGS EVERY SATURDAY NIGHT, 8:30, E. S. T., COLUMBIA NETWORK

LETTERS TO THE EDITORS (continued)

Sirs:

The article on Bertrand Russell aroused my ire to the point of protest.

The young people of today, or any other day, need all the help possible to get their feet planted on the rock of truth—God's truth as revealed to us in the Bible. Apparently this man's influence is for just the opposite. If one of my sons came under such an evil influence, from a teacher in an institution where he had been sent for education, nothing short of the grace of God would keep murder out of my heart!

Why must you print these fine pictures of Bertrand Russell, and then publish with them his pernicious doctrine, thereby spreading his influence to hundreds of young people who otherwise would not come in contact with it? I think it most deplorable!

GRACE M. RUTH

Benton Harbor, Mich.

● Throughout the argument, which now has passed beyond personal beliefs into the broader fields of academic freedom, Mr. Russell has felt that it is the students' liberties, not his, which are being threatened. Says he, "Their intelligence is being insulted, their power of discrimination denied by those who would treat them as infants and imbeciles." For this reason, LIFE found the first two letters printed above particularly interesting. —ED.

Misspelled Friend

Sirs:

Much more grievous than his views on morals, Bertie Russell misspells name of Trelawny, friend of Byron and Shelley, on page 24, April 1 issue.

CHRISTOPHER MORLEY
VINCENT STARRETT
FRANK HENRY

Chicago, Ill.

Squatters' Rights

Sirs:

In the April 1 issue, you state that the section of Santa Monica beach pictured on page 26 has been practically monopolized by U. C. L. A. students, and that "by long custom" they have made it their own.

For two and a half years I attended Santa Monica Junior College and I say that the majority of students taking over this section of beach come from that school. I ought to know, because I spent during the spring semesters more time, with others from S. M. J. C., at this beach than I did in classes, almost. In fact, that is one reason it took me two and a half years to graduate from a course that normally takes only two years to complete.

Santa Monica Junior College has better squatters' rights on this stretch of strand than U. C. L. A., and I am trying to make a bid to protect their interests.

JACK GABRIELSON

San Diego, Calif.

Fertile Turtles

Sirs:

Why shouldn't the male turtles shown in the April 1 issue of LIFE be bad-tempered and fight with each other? How would you like to live in a zoo, have only one girl turtle to flirt with, and always wear an iron overcoat?

MALCOLM WHITE

Portland, Ore.

● Does Reader White recall the immortal poem by Ogden Nash:

*The turtle lives 'twixt plated decks
Which practically conceal its sex.
I think it clever of the turtle
In such a fix to be so fertile.* —ED.

*COPYRIGHT 1953, OGDEN NASH

WHAT'S A FIVE-LETTER WORD
MEANING HOSIERY QUALITY

HERE IT IS
AT YOUR FINGERTIPS
M-O-J-U-D



★ Every pair made with loving care...to bring you glamour, beauty, extra wear. Preferred by millions of women... Sold by over 6,000 stores, coast to coast. 79c to \$1.35

MOJUD
the dependable
HOSIERY

TRADE MARK REGISTERED COPYRIGHT, 1949 MOHR, JUDSON, VOORHEESER CO. OF N.Y., INC.

TRAVELLING AMERICA this Summer?



... take a WESTON along!

After thrilling to the beauty of our mountains, lakes or waterfalls, don't suffer from disappointment when you return home and have your film developed. Take a WESTON Exposure Meter along. It instantly measures the light, and gives you the correct camera settings for any scene...assures a perfect exposure every time you use your still or movie camera. Be prepared for perfect pictures with a WESTON. See all models at dealer's, or write for literature. Weston Electrical Instrument Corporation, 630 Frelinghuysen Avenue, Newark, New Jersey.



INSURES PERFECT PICTURES WITH YOUR CAMERA

IT'S SPRINGTIME! IT'S SWINGTIME! IT'S WEDDING RING TIME!

Irene's here...the girl from Poverty Row who outglours New York's gayest glamour girls to set male hearts a-dancing...Irene in her "Alice Blue gown", and a glorious cast of favorites in spring's grandest singing, swinging romance!

IRENE HAS COME TO TOWN!

IRENE

A SPRINGTIME ROMANCE SET TO MUSIC

Irene

SPEAKING OF PICTURES . . .

. . . THESE OPPOSED A THIRD TERM FOR GRANT IN 1880

In 1880, General Ulysses S. Grant, who had been President from 1869 to 1877, decided to run for a third term. Shouts of "Caesarism" at once rang the U. S. welkin. Precedents against a third term were interminably cited. In the pages of *Puck* appeared the 1880 cartoons reproduced here. They remind 1940 worriers that the nation has been through the Third Term hullaballoo before—and survived it.

A great soldier, Grant had been a very bad President. He had surrounded himself with dishonest advisers who took advantage of Grant's trusting nature to fill his administrations with scandal and corruption. After leaving office, Grant went on a triumphal tour around the world, received everywhere as the first American of his day—a curious parallel to Theodore Roosevelt's tour, 32 years later, from which P. R. also came back to seek a third term. Pampered by adulation, Grant returned to the U. S. in 1879 where his life became a wonderful succession of receptions and banquets. This delighted Republican bosses who wanted Grant to be President again.

The liberal Republicans fought Grant bitterly, dragging out the scandals of his previous terms. Grant went into the convention with more votes than any other candidate but he lacked a majority. He and his strongest opponent, James G. Blaine, deadlocked the convention. Finally, on the 30th ballot, James A. Garfield, an anti-Grant dark horse, was chosen.



A "strong man" was what Grant supporters said the U. S. needed. *Puck* parodied Grant as a circus strong man, supporting notorious grafters of his administrations.



J. Keppler.





"The Appomattox of the Third Termers" was what Puck crassly called Grant's defeat by Garfield. As Grant hands over power, his downcast followers lay down their arms. Note Grant in silhouette.



"Your man of snow is big today. Under summer's sun he'll melt away" jeered Puck (little boy with the big pencil), as the Grant campaign was begun in the winter.



"The modern wandering Jew" haunted by the "Curse of the Third Term" comes back from his tour, cowers in graveyard of great Presidents who refused third term.

ANNOUNCING

THE FORD GOOD DRIVERS LEAGUE FOR BOYS OF HIGH-SCHOOL AGE



To all boys in this country who have arrived at driving age: The Ford Good Drivers League is your organization. Its purpose is to help make a nation of better drivers. We think one of the best ways to accomplish this is to start with boys who are now forming their driving habits.

You are the logical ones to take the lead in this movement. If you will join in an agreement to learn expert driving, couple it with care, courtesy and common sense, and influence others to do the same, you will help save thousands of lives.

You have the physical equipment, in eyesight, co-ordination and quickness of response, to become the best drivers on the

road. In time you can raise driving standards to a higher level than this country has ever seen. The present bad accident record among young drivers undoubtedly is due to thoughtlessness and carelessness. We believe your influence and example, as members of the League, can create among all boys a greater sense of the responsibility that goes with driving.

Through the Ford Good Drivers League, with your help, we hope to carry out an interesting and useful program which will supplement the fine work being done by all other good-driving movements.

Edsel Ford
PRESIDENT

HOW YOU CAN BECOME A MEMBER OF THE FORD GOOD DRIVERS LEAGUE

Any boy is eligible for membership (1) who is a resident of the United States, (2) who is qualified and legally authorized to drive a car in his home state, (3) who is at least 14 years of age, (4) whose 19th birthday is not earlier than August 29, 1940. The make of car owned or driven by an entrant or his family does not matter. The League is for all boys eligible under the four requirements stated above.

To enroll for membership all you need to do is fill out, sign and mail an official Enrollment Blank to the Ford Good Drivers League, Dearborn, Michigan. Blanks may be obtained from Ford, Mercury or Lincoln-Zephyr automobile dealers anywhere. If you have any difficulty getting one in this way, please write the League, and Enrollment Blank will be sent to you.

Read the Enrollment Blank carefully. It contains a Pledge of Careful and Courteous Driving, which must be signed before you will be accepted as a member. There are no dues or fees to pay—no obligation of any kind except to live up to your pledge of good driving.

WHAT YOU GET IMMEDIATELY UPON ENROLLMENT

As soon as your Enrollment Blank is received, you will be sent a Membership Card, a lapel Membership Button, and a copy of the League's new sixty-four-page book, "How to Become a Skilled Driver," by Ray W. Sherman.

You will also receive immediately full details and Entry Blank for the Nation-wide Driving Contest. The contest is open only to members of the Ford Good Drivers League.

ENTER THIS CONTEST

Each of the 48 State Winners, and a parent or other sponsor of his own choosing, will be given a Free Trip to the New York World's Fair when the final contest

Nation-wide Driving Contest \$30,000.00 in Prizes!

Consisting of 48 University Scholarships
96 Free Trips to N. Y. World's Fair
Championship Cups to State and National Winners

Beginning at once—ending August 29 at the World's Fair in New York, when the Champion High-school Age Driver of the United States will be selected from the 48 State Winners.

★ FIRST PRIZE

University Scholarship of \$5000
and Championship Cup.

★ SECOND PRIZE

University Scholarship of \$2000
and Runner-up Cup.

★ NEXT THREE PRIZES

Scholarships of \$500 each.

★ NEXT EIGHT PRIZES

Scholarships of \$250 each.

★ NEXT THIRTY-FIVE PRIZES

Scholarships of \$100 each.

Employees and sons of employees of the Ford Motor Company and its dealer organization are not eligible for the awards. They are cordially invited, however, to join the League.

is held. Expenses will be paid both ways and during the five days in New York. (For contest purposes, the District of Columbia will be included with Maryland.)

State Championship and Runner-up Cups will also be awarded. In case of ties, duplicate prizes will be awarded.

As only members of the Ford Good Drivers League are eligible to enter the contest, your first step is to enroll in the League as described. You will then receive immediately Entry Blank and full details.

The State Elimination Contest requires:

1. The answering of a series of questions based largely on the new book, "How to Become a Skilled Driver."
2. A letter of not more than 300 words on "What I Can Do Personally to Reduce Automobile Accidents."
3. A 25-mile driving test, scored by a competent adult observer.

All contest material must be mailed to the Ford Good Drivers League on or before midnight, July 10, 1940.

The Board of Judges for both state and national contests will be: J. Stannard Baker, National Safety Council; Elmer P. Grierson, Publisher of The American Boy; Louis R. Morony, Executive Director, American Association of Motor Vehicle Administrators; Dr. F. R. Noffsinger, Educational Consultant, American Automobile Association; Ray W. Sherman, author of "How to Become a Skilled Driver."

NATIONAL FINALS WEEK OF AUGUST 26

This will be a notable occasion. Each of the winners from the 48 States will arrive in New York with his sponsor in time for the

registration Monday forenoon, August 26. They may travel to New York either by train or automobile. In either case, an amount equal to train fare and pullman both ways, plus an allowance for meals, will be paid by the League for both contestant and one sponsor. In New York, both will be guests of the League for five days.

On the afternoon of August 26 there will be a parade of State Champions. Cars for this and final driving tests will be furnished by the League.

On Tuesday and Wednesday the Contest Finals will be held. Contestants will be scored by driving experts, directed by the Board of Judges, on:

1. Day and night driving.
2. Maneuver operations, such as parking, braking, backing, clutching, etc.
3. Physical reaction tests, including vision.

Upon the results of these practical tests, the judges will select the National Champion and Runner-up and will award all scholarship prizes.

THE BANQUET OF CHAMPIONS

On Thursday evening, August 29, awards will be announced at the League's First Championship Banquet in New York City. Edsel Ford, President of the League, and members of the Honorary Board are scheduled to be present.

On Friday there will be a visit to Radio City for all contestants and their sponsors, a luncheon with prominent sports stars as guests, a big league baseball game, and a visit to the World's Fair at night.

Join the Ford Good Drivers League now and become eligible for this contest. Read again the requirements for membership and mail your Enrollment Blank to

FORD GOOD DRIVERS LEAGUE DEARBORN MICHIGAN

SPEAKING OF PICTURES

(continued)



Another third-term attempt came in 1912 when Roosevelt I, who had served only 1½ terms, bolted his party to run against Taft. This is how a cartoonist drew him.

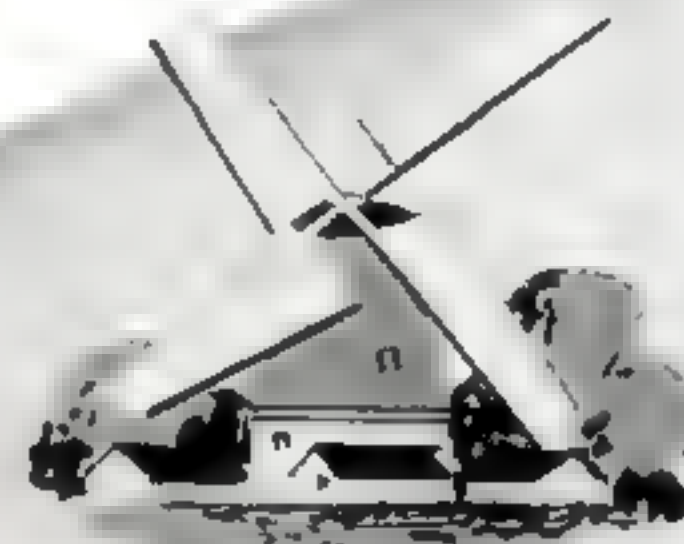


Teddy crowned himself in another cartoon. The issue grew so violent that, during the campaign, a fanatic, shouting about a third term, shot T. R. through the chest.

THE Florsheim SHOE



FLORSHEIM *Ventilators*
CATCH EVERY BREEZE THAT BLOWS



Summer-weary feet get their second wind . . . and plenty of it . . . in Florsheim Ventilators. The perforations are punched clear through for air—and stitched clear through for wear, an extra measure of quality workmanship that builds increased value into "the coolest shoes in town." Your Florsheim dealer is showing Florsheim Ventilators now! Stop in and see them. Styles illustrated, The MAJOR, S-937 and The WALL, S-908

Most Styles, \$8⁹⁵ and \$10

THE FLORSHEIM SHOE COMPANY • MANUFACTURERS • CHICAGO
Makers of Fine Shoes for Men and Women

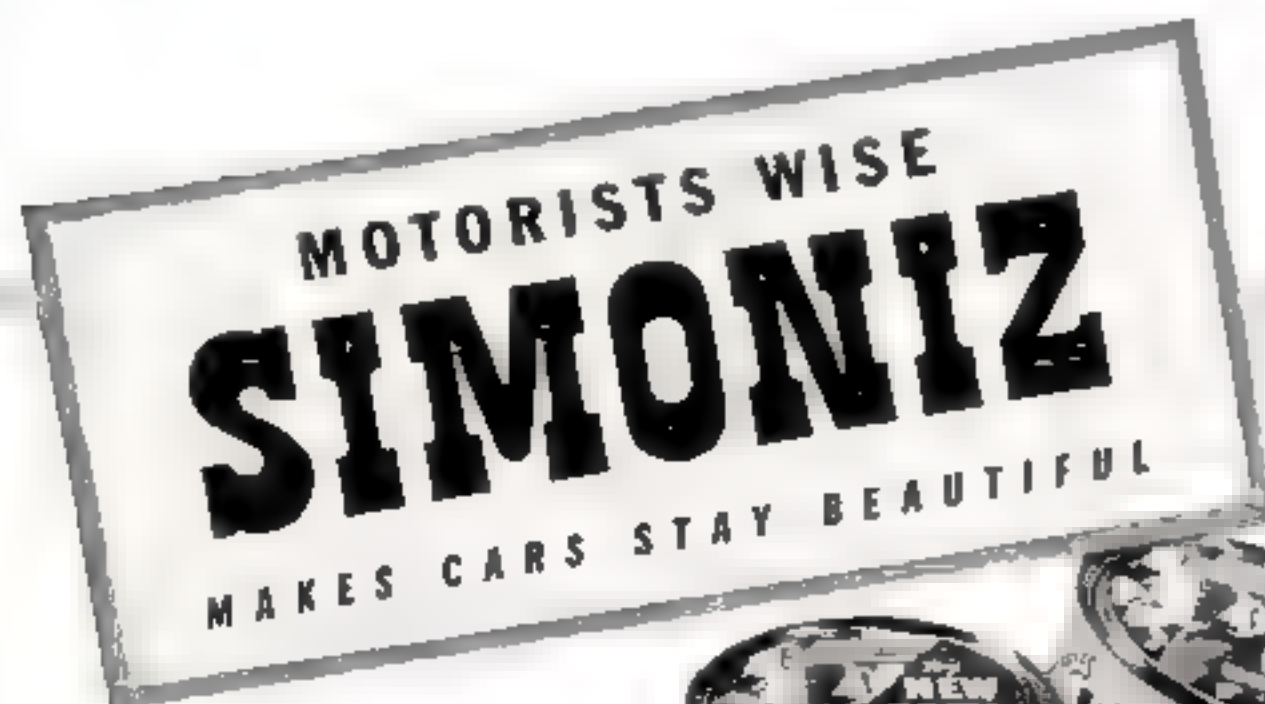
"Builds Up Your Car's Beauty"



FINISH LASTS LONGER IF SIMONIZED

Simoniz glorifies any car. Gives beauty that endures for years. Combined with perfect protection for the finish in all weather. After your car is Simonized, even dust and dirt wipe right off with a cloth without scratching. Washing is seldom necessary. And each application of Simoniz makes your car more beautiful! If it is already dull, stop further decay of the lacquer or enamel, bring back the natural lustre and color your car had when new, by using the wonderful Simoniz Kleener. You'll find the modern way of Simonizing quicker and easier. Try it now!

THE SIMONIZ CO., CHICAGO, U.S.A.



*Always insist on world-famous Simoniz and Simoniz Kleener. Sold at hardware, drug, grocery and auto supply stores, filling stations and garages.



FROM LIFE'S CORRESPONDENTS

"High Life" in Hollywood

Beverly Hills, Calif

The town is filled with out-of-towners whose coast-to-coast business seems to be devoted to making the bright lights of the night spots burn brighter and longer. Anywhere at any time you might run across ubiquitous Oscar Levant, here for a few days, a few broadcasts and a couple of conquering glances at the people who kicked him around not so long ago.

Grapes of Wrath talk is dying down. Californians took it nervously but well, like men brought up on the playing fields of Eton. The remnants of the talk are now centered chiefly on what Darryl Zanuck will do next to keep himself established in the public eye as the leading social thinker in the cinema producers' brotherhood.

One might reasonably inquire, after a brief contemplation of his now-con-



LEE FRANCIS

cluding San Valley escapade, if Zanuck is the same hard-working, semi-inspired go-getter who fished Fox out of the doldrums in 1936. He spent the month of March in Mr. Harriman's lush retreat carrying on his usual duties amid the grandeur of Idaho's Alps. Writers, directors and yes-men were shuttled back and forth from Hollywood with an imperial disregard for expense so Zanuck and wife could spend part of the winter in snowier surroundings than Southern California can furnish. The exhibition must necessarily take a place in Hollywood history beside the most lavish of De Mille and D. W. Griffithian off-stage extravaganzas.

Recently, Lee Francis' *Maison de joie* came to an abrupt end entirely without the "lived happily ever after" theme. Haled into court for the first time in her long and fabulous career, she found herself face-to-face with a Beverly Hills judge who showed no signs of sympathy for the manner in which she had brought pleasure to others. He slapped a \$250 fine on her and relegated her to the cold, undraped surroundings of the local bastille for 30 days. During the trial, there was a slight flurry in the crowded courtroom as Miss Francis' little black book, which is supposed to read like a who's who of the cinema, was produced as an exhibit. There was a collective sigh of relief from nearby studios as the court impounded it with a mere glance at its dangerous pages.

ALFRED WRIGHT JR.

Hitler Spoofed

London, England

On All Fools' Day, the BBC presented a bogus Hitler speech, all about

(continued on p. 15)

WHEN WERE YOU BORN?



April 20 to May 20? Find Your sign is Taurus. You're practical-minded. You don't guess what you want. You want to know. What you need is a Hamilton this birthday! See the new Taurus line.

FREE! If you order booklet for every month of the year. Write to the Hamilton Watch Company, 45 Columbia Ave., Lancaster, Pa.

Hamilton's experience building watches for railroad men insures greatest possible accuracy in every other size and grade Hamilton makes.

Left: CAMERON 14 jewels, 14K white or natural gold, \$40. Right: LETA, 17 jewels, 14K natural gold-filled, \$40. (Other sizes and grades \$40 to \$100.)



Cool Control for
Warmer Days...

FORTUNA

lightweight GIRDLES

The model illustrated is comfortable feather light, inexpensive of sheer cool cotton and elastic mesh with front panel of rayon satin. Ivory washable. Small, Medium, Large sizes. Panties \$2 style too. At leading stores only.


Other Fortuna styles \$1 to \$5. For name of your nearest dealer write Dept. L4

WOLFE & LANG, Inc.

35 WEST 37th STREET • NEW YORK, N. Y.

You know the price is right

when you buy a car on this "Open Book" plan




Now this "Plainview" price tag protects you from "Overcharges" when you pay cash.

Price tags on General Motors cars clearly show the items that make up the cash delivered price.

These tags plainly list all the various charges that cause the necessary difference between the advertised price and the price you pay for delivery at your home.

It shows the price of the car . . . the cost of transportation from factory to you . . . and the price of any extra equipment or accessories you may buy.

There is nothing hidden. You know what you are getting for every penny that you pay.



And this "Open Book" figuring chart gives you the same protection when you buy on time.

This General Motors Payment Chart enables you to know in advance the complete cost of financing your car.

It shows in dollars and cents what you pay for the financing and insurance—and what complete protection you get.

This chart is so easy to understand that you can figure the cost for yourself, based on the amount of time you want and the amount you wish to pay monthly.

Send the coupon below, and get your "figuring chart." You'll see that the General Motors Instalment Plan is the complete, low-cost way to buy a car on time!

NO SALESMAN WILL CALL

GENERAL MOTORS
 "Open Book"
Instalment PLAN

Available only through dealers in

CHEVROLET, PONTIAC, OLDSMOBILE, BUICK, LASALLE and CADILLAC cars

GENERAL MOTORS ACCEPTANCE CORPORATION
1775 Broadway, New York

C-3

Please send copy of the GMAC Payment Chart for car checked below.

☐ CHEVROLET ☐ PONTIAC ☐ OLDSMOBILE
☐ BUICK ☐ LASALLE ☐ CADILLAC

Name _____

Address _____

City _____ County _____ State _____ U.S.A.



MAGNIFIED SECTION
2-THOUSANDTHS INCH
THIN, SCREENED COMB
LIGHTNING-FAST
OSCILLATING CUTTER

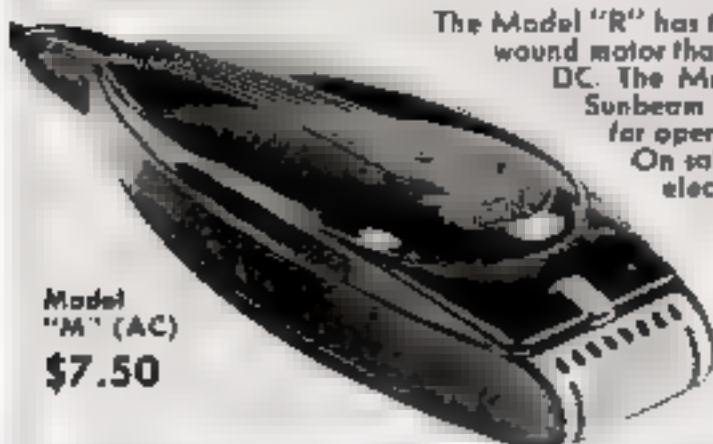
Winning America
TO DRY SHAVING!

ONLY *Sunbeam*
SHAVEMASTER
HAS THIS EXCLUSIVE HEAD

Why are men who use Sunbeam Shavemaster so enthusiastic about dry-shaving? The answer is in the picture above. They have the shaver with the exclusive head that really gets down to business and gives a smooth, comfortable shave—*right now!* The holes in the whisker-thin comb are so close together the whiskers enter freely and easily. And each hole has its own permanent razor-keen cutting edge. The lightning-fast, oscillating, double-edge cutter is pressed tight against the inner surface of the comb—gets the whiskers **FASTER** and **CLOSER** without skin irritation. Try it! Use it! Enjoy it!

BOTH MODELS HAVE THE SAME EXCLUSIVE HEAD AND GIVE THE SAME PERFECT SHAVES

The Model "R" has the Universal brush-type, series-wound motor that operates on both AC and DC. The Model "M" has the new Sunbeam magnetic type motor for operation on AC only. On sale wherever good electric appliances are sold.



CHICAGO FLEXIBLE SHAFT CO., 5688 Roosevelt Rd., Chicago, Ill. Canada Factory, 321 Weston Rd., E., Toronto. Famous for Sunbeam TOASTER, MIXMASTER, COFFEEMASTER, IRONMASTER, etc.

FROM LIFE'S CORRESPONDENTS

(continued)

Hitler's claims in America. Following are quotes:

"When the Spaniard Christopher Columbus, relying on German scientists and apparatus, made his well-known voyage . . . Germany ought to have a share in the pickings which resulted, in the interests of peace. But now my patience is exhausted. America needs an outlet to the sea. . . . In the United States there live national minorities cut off from their European homelands. In Chicago alone there are 324,000 Czechs . . . in New York there are 470,000 Poles. They've a right to be protected by Germany. . . . I'm very grateful to Mr. Roosevelt for his interest in European affairs: I'm proving my gratitude by declaring the German protectorate over the United States. I shall make America a blooming garden. New York, today an insignificant port, will become a center of world trade. I shall remove all the mean shackles now representing the architecture of that city."

JEFFREY MARK

Defense of Belgium

Brussels, Belgium

Now that the death of the young Belgian aviator, Xavier Henrard, who was shot down by a German airplane who violated Belgian neutrality, has ceased to be the subject of general conversation, there is a good deal of talk about the manner in which a neutral



HENRARD'S FATAL CRASH

country is entitled to react to belligerent violation of its sky. Formerly, Belgian aviators were obliged to warn belligerents by means of fuses, warning shots and other means. But this proved a failure. The National Defense authorities have now decided that Belgian pilots shall in the future fire directly on any foreign aircraft flying over Belgian territory.

There have been several accidents within the last fortnight due to landing difficulties and possibly also to bad weather conditions. But the Belgian public is worried and wonders whether Belgium's fighting aircraft is up to the mark and whether Belgian pilots are properly trained. In the course of this year, a number of new planes will be delivered, including the latest type of British Hawker and substantial consignments of Italian Fiat and Caproni and French Breguet machines. Incidentally, it was more than time for fresh aircraft to be ordered, for some of the planes used by the Belgian National Defense are at least eight years old.

BETTY BARZIN

"May ye be aboot
As lang as ye like,
An' hae aw ye like
As lang as ye be aboot"



For 110 years Teacher's Scotch has been "aboot," delighting sensitive palates with its distinguished flavour. Once you taste this noble Scotch, you'll surely hope that it will be "aboot" for many years to come.

It's the flavour



Made since 1830 by
Wm. Teacher & Sons,
Ltd., Glasgow.

TEACHER'S
Perfection of Blended
SCOTCH WHISKY

SOLE U.S. AGENTS: Schieffelin & Co.,
NEW YORK CITY - IMPORTERS SINCE 1794

Bring New Vitality TO LIFE!



TAKE steps to enjoy life this summer . . . in smart, flattering Vitality shoes that lend a subtle air of slenderizing shapeliness. Wear white for Summer, too . . . twinkling Vitality whites, if you please . . . to keep that beguiling step of youth—that glorious charm of radiant loveliness.



Eunice

Eunice is a stunning Vitality elasticized step-in with swank Continental heel. In Gardenia White crushed kid daintily perforated and saucily trimmed in Gardenia White kid. Send for free style book described below

Charlene

Charlene is a youthful Vitality spectator pump with an engaging Boulevard heel. In pin-punched Gardenia White suede kid and Turfian calf. Also in Gardenia White suede kid and Airway Blue calf. Send for free style book

Fay is an alluring high-throat Vitality tie in smooth Gardenia White calf. Trim cutouts and tiny perforations enhance the vivacious open toe. Pert Cuban heel is smart and comfortable. Send for free Vitality style book.



Fay

Iris

Iris is a truly sophisticated Vitality slip-on in supple Gardenia White crushed kid. It's elasticized, trimmed with Gardenia White calf. Cuban heel, open toe, and graceful eyelets. Send for free style book

Lorelei is a frivolous little Vitality high-walled moccasin. A terrifically youthful snub-toed tie—with modish piping and low Peasant heel. Send for your free copy of Vitality style book



Lorelei

FREE!

Write for your free copy of Vitality's On Your Toes for Spring. Authentic fashion hints on foot flattery. Latest shoe styles. Write Dept. A, Vitality Shoe Company Division of International Shoe Company, St. Louis, Mo.

\$6.75 A FEW STYLES **\$6.00**

Complete range of sizes and widths

VITALITY OPEN ROAD SHOES, for Outdoor and Campus Wear, \$5 and \$5.50.

— WITH **Vitality** SHOES

United States Tires
are good tires

Composite

UNITED STATES RUBBER COMPANY
U. S. TIRE DEALERS CORPORATION

The
LONGER-MILEAGE TIRE



Deeper treads mean more flexible tread of Triple Tempered Rubber adds thousands of safe miles



U. S. ROYAL MASTER

[illegible]

ABBREVIATIONS: L=LEFT, R=RIGHT, C=COPYRIGHT,
L=LEFT, R=RIGHT, T=TOP, A=ASSOCIATED
PRESS, B=BLACK, P=PICTURE, E=EUROPEAN,
M=MADE, H=HARDWARE, I=INTERNATIONAL,
L=LONDON, N=NEWS, A=AGENCY, P=PICTURE,
I=IN, W=WORLD.

IF YOU WANT
to subscribe to LIFE, write to
P.I. PRENTICE, Circulation Manager
LIFE — 330 East 22nd Street
Chicago, Illinois
AND ENCLOSE \$4.50



to
Romance
and Adventure

You'll have the time of your life in New Mexico this year. Besides all the wonderful natural attractions that people come from all over the world to see, this year the Coronado Cuarto Centennial will add extra delight and fascination. You can see Carlsbad Caverns National Park and eight amazing National Monuments; you can explore ruined cities older than history and living Indian pueblos; you'll drive through majestic mountains covered with cool green National Forests; you'll enjoy the rags of the Old West that linger everywhere in New Mexico—and you will have a unique opportunity to see quaint fiestas, rodeos, ceremonials and pageants that will be a part of this celebration of four hundred years of history. Send for our new free booklet that tells more about it!

NEW MEXICO

STATE TOURIST BUREAU, Room 642,
State Capitol, Santa Fe, New Mexico
Please send free: () New Booklet, () Historic
Trail Map, () Official 1940 Highway Map.

Name _____
Address _____

CONTENTS

THE WAR IN SCANDINAVIA

The War's Shadow Falls on Western Hemisphere As Nazis Seize Denmark	21
Greenland Is Isolated Again by Europe's Wars	22
The Warrior Spirit of the German People	24
War Invades Scandinavia: A Timetable	25
The Landing of the Germans at Oslo	26
The War Goes Into Dramatic Action	29
The Battle of Narvik	32
The German Transport Armada Crosses to Norway	34
The Strategy of Norse War, by Major George Fielding Eliot	36

THE WEEK'S EVENTS

LIFE On the Newsstands of the World	76
The Sun in Full Annular Eclipse	79
Wendell Willkie Exhibits Versatility on "Information Please"	80
German Cameraman Records Good Day's Bombing Out in the North Sea	81
British Editors Give Men in Uniform Something to Think About	82
Sailor's Daughter Is Chosen Miss Candid Camera of 1940	83

CLOSE-UP

Tom Dewey	84
-----------	----

PHOTOGRAPHIC ESSAY

The Great Lakes	89
-----------------	----

RADIO

Radio Traitors: General Lord Haw-Haw in England's Favorite	89
... "The Traitors of Stuttgart" Tell Frenchmen They Fight for England	40

MODERN LIVING

Dude Girls of the West Are Taking to Nifty Riding Clothes	46
Boots Tramp Down the Streets of Texas Towns	52

ART

Flowering of American Cartoon Art Is Hailed in Rhode Island	71
---	----

MEDICINE

Chronic Cripple Learns How to Walk Once More in a New York Hospital	77
---	----

YOUTH

High-School Students Take Bicycle Vacation on Youth Hostel Trail	86
--	----

OTHER DEPARTMENTS

Letters to the Editors	2
Speaking of Pictures: Those Opposed a Third Term for Grant in 1900	19
People	100
LIFE Goes Gossiping on Dorothy Dix	104
Pictures to the Editors	108

The cover and entire contents of LIFE are fully protected by copyrights in the United States and in foreign countries and must not be reproduced in any manner without written permission.



LIFE'S COVER. The toffy young cowgirl on this week's cover perches on a rail to rest after efficiently roping a calf. No dude, she is 14-year-old Jimmy Rogers who has known ranch life and rough riding ever since she was 2. That she wears the kind of clothes usually associated with Madison Square Garden is due to a new trend toward fancy duds on Western ranches. Jimmy's outfit is simple compared to others on pages 46 to 48. Glamor girls look silly in fussy riding clothes but real horsewomen look attractive, find them as practical as homely jeans.

EDITOR: Henry R. Luce
MANAGING EDITOR: John Shaw Billings
EXECUTIVE EDITORS: Daniel Longwell, Wilson Hicks
ASSOCIATE EDITORS: Hubert Kay, David Cork, Joseph J. Thorndike Jr., Joseph Kastner, Noel Busch, Paul Peters, Maria Sermolono, Rachel Albertson, Richard de Rochemont
ART EDITORS: Peter Piening, Worthen Paxton
EDITORIAL ASSOCIATES: Johan Bach Jr., Lincoln Barnett, Margaret Bourke-White, Alfred Eisenstaedt, John Field, Frank Hall Frayne, Bernard Hoffman, Dorothy Hoover, Sully Konstant, Alexander King, Thomas D. McVoy, Harold Muth, Carl Mydans, John Phillips, Gerard Piel, Tom Priceaux, Peter Stackpole, Edward K. Thompson, William Vandevert, Margit Varga
EDITORIAL ASSISTANTS: John Allen, Margaret Bassett, Ruth Bernen, Don Burke, Roger Butterfield, Olivia Chambers, Judith Chase, Diane Cummins, Sidney James, Faina Brown Keffer, M. Elizabeth Kelly, Will Lang, Dorothy Jane Larson, John C. Manthorp, Richard Poliard, David Ritchie, Helen Robinson, Bernice Shrift, Shirley Smith, Jean Speiser, Marion Stevens, Lura Street
PUBLISHER: Roy E. Larsen; GENERAL MANAGER: C. D. Jackson; ADVERTISING DIRECTOR: Howard Black
Subscriptions and all correspondence regarding them should be addressed to CIRCULATION OFFICE, 230 East 22nd Street, Chicago, Illinois
EDITORIAL AND ADVERTISING OFFICES: TIME & LIFE Building, Rockefeller Center, New York
SUBSCRIPTION RATES: One year in the U. S. A., U. S. Territories & Possessions and Canada, \$4.50; countries of the Pan American Union, \$6.00; elsewhere, \$10.00. Single copies in the U. S. A. and Canada 10¢, U. S. Territories & Possessions, 15¢; elsewhere, 25¢.

Spring Magic



Would you like a
charm to make you
feel fresh as
a flower?

It's a perfume

gay and natural enough to be worn

for sports . . . yet one that produces a witchery

subtle as your fluffiest gowns and curls.

Yardley knows the secret of

catching all the fresh sweet-

ness of the true English

Lavender in lovely little bottles for you.

Find them today at your favorite

drug or department store. Or at

Yardley, 620 Fifth Avenue, New York.

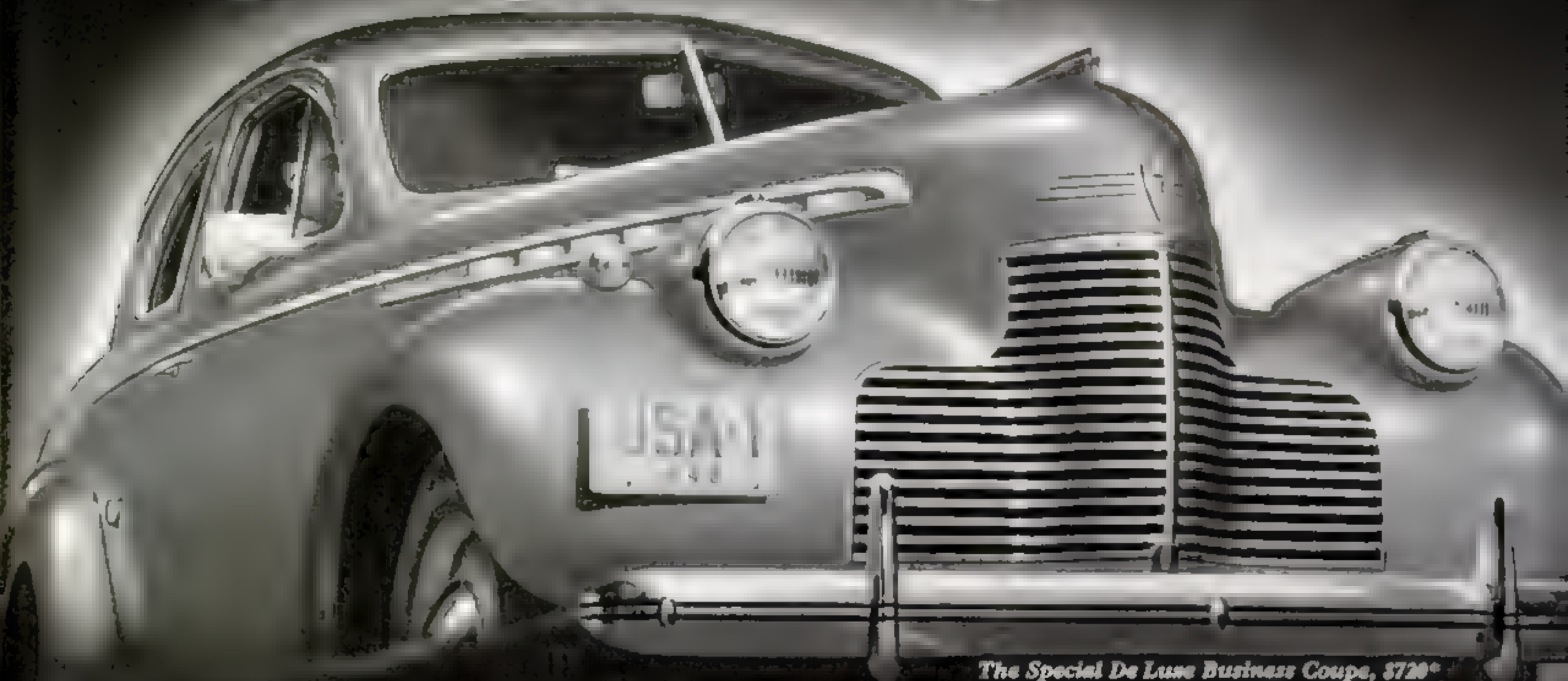


Yardley's

ENGLISH LAVENDER

Yardley's English Lavender Perfume, in golden-topped bottles at \$1.10 and \$1.50.
Yardley's English Lavender Soap, Three tablets in a box, \$1.00, Single tablet, 35c.

"CHEVROLET'S FIRST AGAIN!"



*The Special De Luxe Business Coupe, \$720**

THE GENERAL MOTORS LEADER ★ THE NATION'S LEADER
in Value . . . in Economy . . . in Sales

The nation looks to General Motors for genuine motor car leadership!

You will find convincing proof of this in the fact that General Motors' number one car, Chevrolet for '40, is also the nation's number one car in dollar value *and in sales!*

Chevrolet's "Royal Clipper" Styling—Chevrolet's Exclusive Vacuum-Power Gearshifting—Chevrolet's "Ride Royal"†—and Chevrolet's thrilling road action with economy—all combine to make it the outstanding car value of 1940.

And the nation is certifying to Chevro-

let leadership by again purchasing more new Chevrolets than any other make of car—for the ninth time in the last ten years!

But we of Chevrolet don't ask you to accept even this conclusive proof of Chevrolet's superior dollar value without obtaining first-hand knowledge of the car itself.

We ask you to *eye it, try it*, and then *buy it* after your own tests have convinced you that General Motors' number one car is the nation's number one car—and that "Chevrolet's FIRST Again!"

†On Special De Luxe and Master De Luxe Series.

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICH

\$659

MASTER 35 BUSINESS COUPE
 Other models slightly higher

**All models priced at Flint, Mich. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice.*

EYE IT . . . TRY IT . . . BUY IT!

Copyrighted material

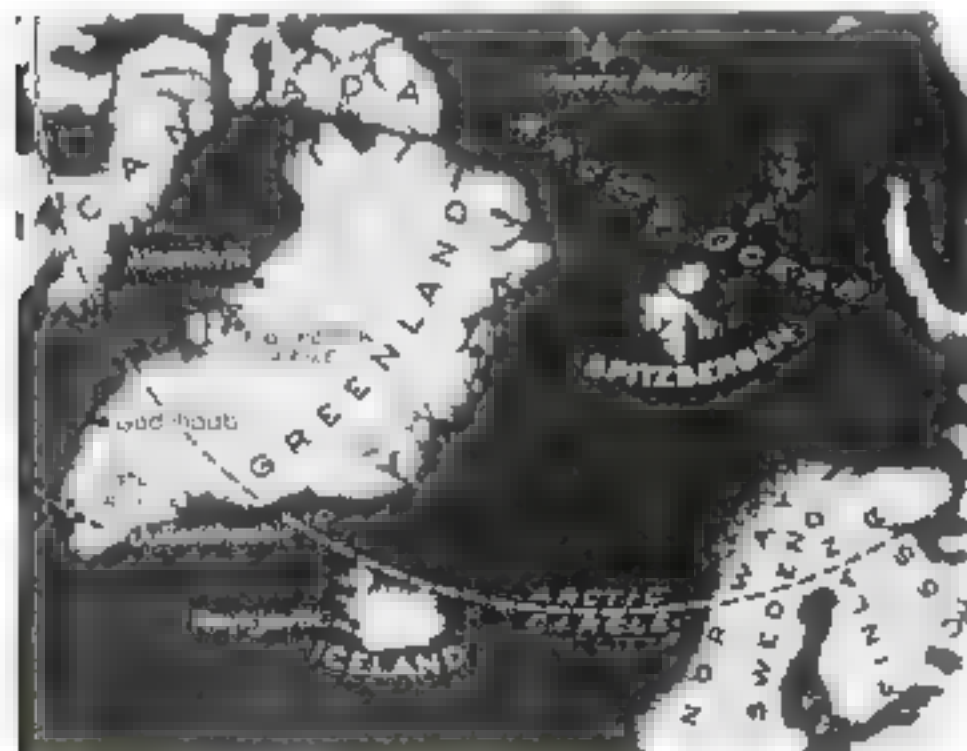
THE WAR'S SHADOW FALLS ON WESTERN HEMISPHERE AS NAZIS SEIZE DENMARK

When German infantrymen slogged into Denmark on April 9, the long shadow of the European war crossed to the Western Hemisphere and darkened the black shores of Denmark's Greenland. President Roosevelt, alert to this latest development, suggested that it would be "a good thing for the American people to learn a great deal about Greenland." He himself had been reading up on this vast land at the front door of the Americas while Washington speculated on the possibility of Canada's sending an expeditionary force to hold the island against Nazi seizure. Iceland, whose king was also the King of Denmark, is geographically outside the scope of the Monroe Doctrine—but not Greenland, which President Roosevelt considers more American than European.

The first men to settle in Iceland were probably Irish priests in the 8th Century, followed by Norse vikings. Because these fighting men in their flat-bottomed long ships were far too proud to obey a king, they made Iceland a republic, the first in the Western Hemisphere. The U. S. took notice of this mother of republics in 1930, the thousandth anniversary of the first Icelandic Parliament, by giving Iceland the statue shown at right.

It is of Leif Ericson who discovered America in the year 1,000. Leif had been taken to Greenland by his father, Eric the Red, who had been banished from Iceland for manslaughter. Leif sailed perhaps as far south as Cape Cod. A colony of Greenlanders settled briefly on the American shore, then went home. The map below shows how easy it is for big bombing planes to hop from Norway to Iceland to Greenland to Canada, along much the same Great Circle route that Germany's von Gronau flew in 1930.

Greenland and Iceland are an extension of Canada. The Labrador Current chills Greenland's east coast but civilization exists on west coast. Iceland is warmed by Gulf Stream.



THE FOLLOWING 15 PAGES ARE DEVOTED TO THE WAR IN SCANDINAVIA

Readers will find LIFE on the Newsfronts of the World, the Picture of the Week and other domestic and foreign news pictures beginning on page 78

GREENLAND

Denmark's big American island is isolated again by Europe's wars

Most people in the U. S. know Denmark's North American possession only by the good old hymn which begins "From Greenland's icy mountains to India's coral strands." What they do not know is that this island is three times the size of Texas. And what they should not forget is that in 1917 during the last War the U. S. bought the Virgin Islands from Denmark for \$25,000,000 to keep them from falling into the hands of a hostile power.

A mile-high pack of ice lies over the whole of Greenland except for a narrow strip along the west coast and one point midway on the east coast. What land is visible is mainly lava rock, granite and some marble. The only "trees" are a kind of willow and birch that crawl along the ground. It was called Greenland in 985 A. D. as a pure real-estate promotion by Eric the Red, who wanted to inveigle Icelanders to settle on it. But 17,000 good-tempered Eskimos there manage to enjoy Greenland.

Some 400 Danes take marvelous care of these Eskimos, feeding, educating, doctoring and marrying them. Up the fjords on the western shore from Julianahab to Upernivik the climate is not much worse than Montreal's. In Julianahab are bright-painted frame houses, instead of the Eskimos' turf huts. The people sell cod, halibut and Arctic salmon to the Government monopoly, get what they need in return. A cryolite mine at Ivigtut produces about 80% of Greenland's total income of \$800,000 a year. The only other exports are fox and bear pelts, eider down, seal blubber and marble. Of late the Danish Government has been encouraging sheep-raising. In Greenland, there is no liquor, no murder, rape or avarice.

Until 700 years ago, Iceland and Greenland were probably the most civilized spots in North European civilization. Greenland exported to Europe falcons and polar bears, prime gifts for princes. Iceland wrote into its sagas, notably the great prose and poetry Eddas, the history of the Europe of its time, as far distant as Constantinople. The greatest historian of the Middle Ages was an Icelander, Snorri Sturluson. Columbus sailed first to Iceland.

In 1500, as in 1940, trouble in Europe cast Iceland and Greenland into outer darkness. Treeless, they had no wood to build boats. White men vanished from Greenland and grew dwarfed from starvation in Iceland. But in 1940 the lands beyond are the world's richest continent. And Europe is not likely to forget the stepping stones of Iceland and Greenland.

For history of the martial spirit in the European nation that has taken the first step, turn the page.



Greenland Parliament meets in Godthaab under two white Danes (far rear), Director Oldendow and Governor Svane.



Greenland girl flirts in schoolbook Danish with Danes. She wears the same clothes as Eskimo men, except for head trimmings. Morality is not strict but Greenlanders are not long on romance. They marry to work and are crazy about children. Husbands do not mind supporting another man's children.

These Eskimos have a good deal of white blood and the Danes have no objection at all to marrying them. They are considered more useful wives in this hard climate than thin-skinned white women. They are extremely courteous, for Greenlanders know they must get along with one another to survive at all.



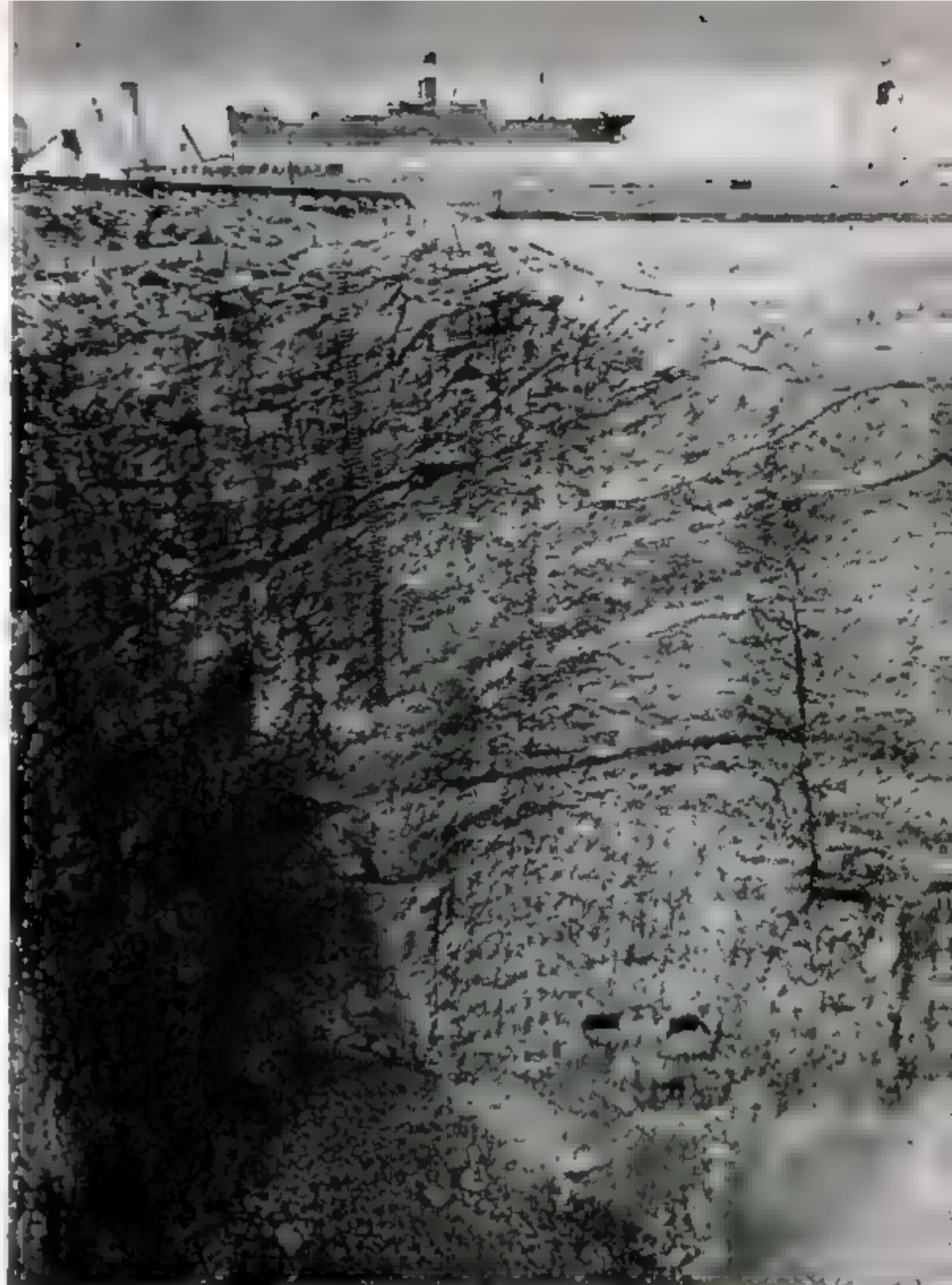
Big city is Julianahab (population: 744), not much different from a village on Norwegian coast. In background are chief administration building and the residence of Danish governor. Below: Greenlanders at Rodebay (population: 90) skin some

of the year's catch of 2,000 sharks while their sled dogs eat carcasses. This village produces 60,000 lb. of shark liver a year, uses the sharkskins for clothes and blankets. They catch sharks from kayaks seen in background, using wire lines.





Marble is quarried by thoroughly modern methods during the summer months at Marmorilik in the colony of North Greenland. Denmark reported this fine marble for tombstones and movie-theater façades.



Cryolite quarry, protected by wooden fence, goes well below sea level. Found only in Greenland, cryolite melts easily, turns transparent in water, is used for porcelain.

Northern village is Marmorilik, 90 of whose 200 Greenlanders work in the white marble quarries *aboard* from dawn to dusk in summer months. These neat frame houses were built by the

Government. The old turf houses were largely responsible for Greenland's high death rate from tuberculosis. The children go to primary school here but the only high school is at Juhlanelund.



(continued)

WARRIOR SPIRIT

From the days of Frederick the Great the German people have been inculcated with fighting ideas

On April 10, 1741—199 years ago to within a day of Adolf Hitler's invasion of Denmark and Norway—a Prussian army under Frederick the Great (No. 1 in picture series shown here) won its first great victory against a neighboring state and gave warning that a new warring nation was being born. Between Frederick and Hitler lies a tradition, abetted by Bismarck (No. 5), whose spirit turns German people into warriors and whose continuity over the years Hitler never forgets (No. 21).

When, after Frederick the Great, the Prussians suffered defeat at the hands of Napoleon's "people's army," they adopted "universal service" themselves. Under Blucher, who helped defeat the Corsican and Scharnhorst and Gneisenau, after whom Hitler named his two largest battleships, the Prussian state was turned even more into "a military organization led by a military corporation."

Under Bismarck, control by parliament over the purse-strings of the Army was reduced. This helped the "Iron Chancellor" unify Germany under Prussia and after three wars—against Denmark (No. 7), Austria (No. 8) and France (Nos. 9-14)—he saw his dream realized in 1871 when the German Empire was proclaimed.

In the World War the warrior spirit of a Germany whose strategy was based on the invasion of a neutral neighbor was exemplified by Ludendorff (No. 16), who called for "total war," and helped forge another link connecting Hitler with past German warriors by becoming one of his first backers. With the rise of Nazism, a dynamic philosophy which has never been able to rest on the defensive, a new German war machine has been tutored in the idea of Blitzkrieg, a "total war" of lightning speed, fostered by General Hans von Seeckt (No. 19), which Frederick the Great and Bismarck might well have understood.



1 Frederick the Great (1712-86) was in four wars in 37 years and fought Europe to a standstill in the Seven Years' War.



2 Baron Frederick von Steuben, serving as a Prussian volunteer, adapted Prussian drill tactics for the army of the U. S. Revolution.



6 Elder von Moltke made Army best in the world, crushed France in six months: 1870-71.



7 In war against Danes by Prussians and Austrians in 1864, Prussian troops landed on island of Alsén, brought Danes to their knees in five months, took Schleswig, Holstein.



10 At Privat-Gravelotte battle, the Prussians under Prince Frederick Charles defeated the French troops under General Bazaine in a bloody struggle. Two days later they forced Bazaine to retreat.



11 Bismarck and Napoleon III met when French Emperor was taken prisoner by the Prussians during rout of his troops at Sedan in 1870.



12 At the siege of Paris in 1870 the Elder von Moltke, surrounded by aides, gazed at the besieged city from an observation post. Paris gave up after 19 agonizing weeks.



16 In the World War the Kaiser (center), who like Hitler called himself "Supreme War Lord," depended upon General von Hindenburg (left) and General von Ludendorff (right) for detailed leadership after they had smashed Russians at Tannenberg in 1914.



17 Field Marshal August von Mackensen led army that overran Serbia and Rumania within three months during last war.



18 General Max Hoffmann has been called brains behind General von Ludendorff's victorious tactics against the Russians.



3 Napoleon defeated the Prussians, who were badly led, in a historic all-day battle at Jena in 1806. But the Prussians then adopted "universal service" to build a better army.



4 Field Marshal Gebhard von Blücher rode up to the battlefield at Waterloo (1815) in nick of time to help defeat Napoleon. Previously he had narrowly missed death when he was dismounted, almost crushed by cavalry charge.



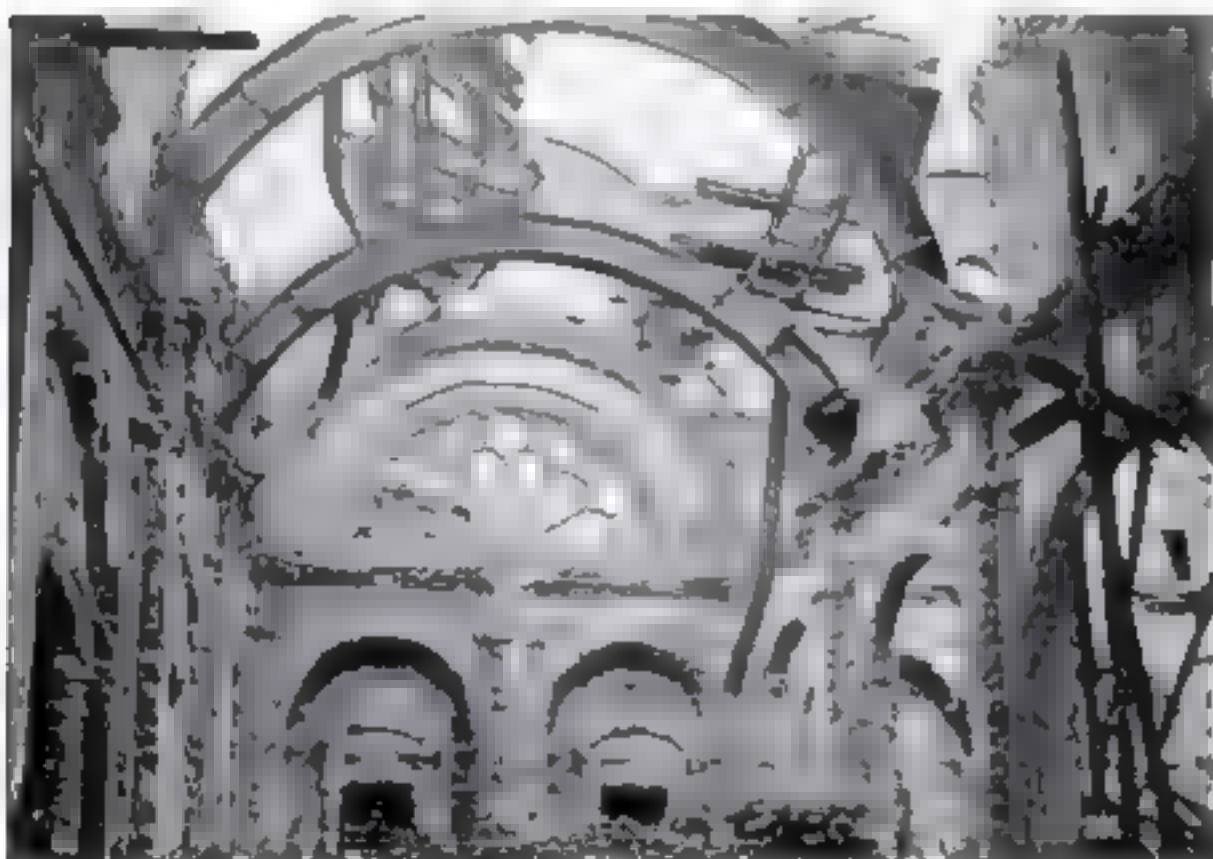
5 Prince von Bismarck, Prussia's "Iron Chancellor," unified Germany at expense of Denmark, Austria, France.



8 Prussians routed Austrians at Sadown in 1866 under Crown Prince Frederick William who rode stately at head of his troops. This war settled whether Prussia or Austria would lead the German States towards unification and led to an alliance between Prussia and South German States.



9 King William I of Prussia defeated France and is shown here approaching Paris. On Jan. 18, 1871 he was proclaimed Emperor of Germany in the Hall of Mirrors at Versailles, where in 1919 Peace Treaty with a vanquished Germany was signed.



13 Paris felt the brunt of defeat from German guns and starvation. Germany took Alsace, part of Lorraine, as well as a five-billion-franc indemnity. In 1871, the Palais de Justice (above) was gutted by fire.



14 A victory parade, held in Berlin after the war, saw smartly uniformed German troops, with chests out-thrust, pass in review before their Emperor with battle flags captured from the French.



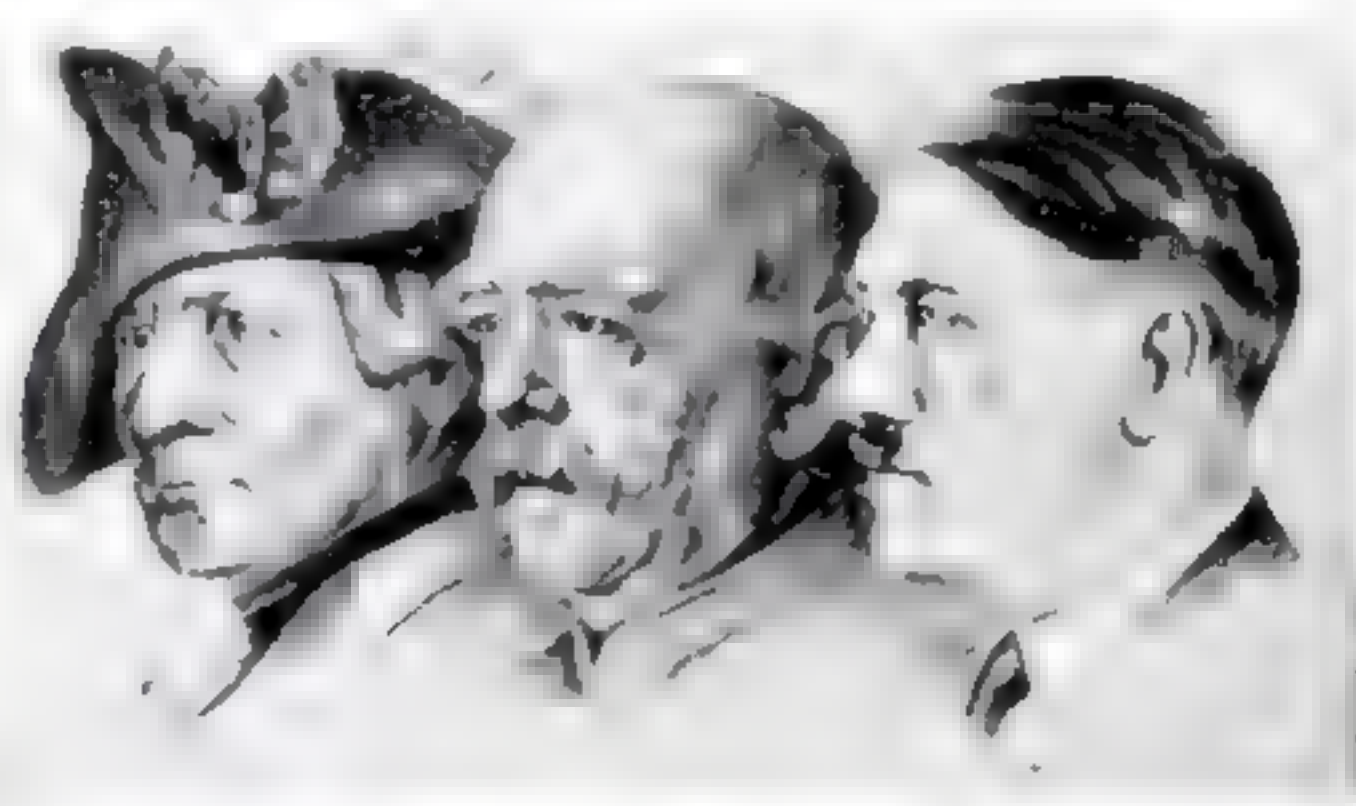
15 Younger von Moltke lost chance to beat French as uncle had by bungling Schlieffen Plan in 1914.



19 General Hans von Seeckt rebuilt Germany's Treaty army into finest fighting body of its size in the world.



20 Hindenburg and Hitler rode together in 1933 before Hitler seized complete power. German President thought Hitler might make good postman.



21 Frederick the Great, Bismarck and Hitler find themselves united in this Nazi symbol which aims to show the continuity of Germany's warrior spirit. Nazi military leaders now refer to their Blitzkrieg doctrines as same tactics that Frederick used.

(continued)

March 22. British submarine invades Skagerrak, sinks German freighter

March 30. German planes reconnoiter Oslo, Bergen, Kristiansand

April 6. German merchantmen, disguised as civilians, dock at Narvik

April 7. British Wellington bomber patrol sights German air cruisers off Denmark, is attacked by German Messerschmitt fighters, loses two planes

April 8, 4 a. m. British and French destroyers lay three minefields off coast of Norway. British scouting planes patrol coast of Norway. German destroyers slip through fog on way to Narvik.

April 8, 8 a. m. German scouting fleet, including mine cruiser, catches British destroyer *Glowworm* which has dropped out of line to pick up a man overboard and sinks her

April 8, noon. British submarines sink German troopship *Rio de Janeiro* and oil tanker *Panama* off Norwegian coast

April 8, 7 p. m. German bomber fleet raids British fleet base at Scapa Flow, finds British Home Fleet gone

April 8, 9 p. m. German ship, *Ten Boven*, reaches Narvik with stock troops for seizure of Narvik

April 8, 11 p. m. German armada reported steaming north through Kattegat toward Norway

April 9, 12.01 a. m. Norwegian Government flees out the coast, orders all armed forces at the ready. At Narvik, C. and S. of Norway. Army sends word to German command that he can have Narvik. Four German warships arrive in Oslofjord and shell forts of Oscarsborg, Rano, Hammen.

April 9, 4.30 a. m. The German Air Force blankets Norwegian ports

April 9, 4.50 a. m. Two German destroyers capture Narvik, sinking two Norse coast-defense ships, *Alger*, *Alger*. Dispensed troops and four merchantmen

April 9, 5.15 a. m. German Army invades Denmark unopposed

April 9, 5.30 a. m. German transports arrive at Oslo, Bergen, Kristiansand, Trondheim, Stavanger, Egersund, Arendal. Norwegian defense forces at Oslofjord cripple German heavy cruiser *Blucher* which later hits mine and sinks. At Kristiansand coast-defense guns sink *Karlensho*. More than 45,000 German soldiers occupy Danish mainland. Transports and ferries land Germans on Danish islands

April 9, 5.30 a. m. British battle cruiser *Renown* sighted, hits and chases German battle cruiser *Scharnhorst* which is saved by smoke-screen from German cruiser *Hipper* and bad weather

April 9, 6 a. m. Danish Government decides not to resist but Prince Waldemar and the Palace Guard put up a small fight in Copenhagen's palace yard, losing three men. Total of Danes killed, resisting, twelve



April 9, 7 a. m. Germans mine all captured Norwegian ports and Skagerrak. German Air Force bombs Fornebo Field outside Oslo, then lands a regiment from planes on captured field.

April 9, 3 p. m. British Home Fleet steams south along Norwegian coast, is attacked by German bombers which score one hit on battleship *Rodney*, sink British warship *Gurkha*, first British destroyer sunk by a bomb. British reconnaissance planes spot German armada in the Skagerrak. British submarines move into Skagerrak.

April 10, 5.45 a. m. Five British destroyers raid Narvik harbor in snowstorm. Two are lost to six German destroyers and land batteries. British sink seven supply ships and one German destroyer, leave three German destroyers burning.

April 10, morning. Surprised Norse rally, fight back in hills behind Narvik, and in valleys north of Oslo and around Elverum. Villagers, farmers and fishermen stream out of hills with shotguns. Volunteers at Kongsvinger arrest dawdling Norwegian commander, arm themselves and fight. The Norse concentrations are bombed by a beautifully functioning German Air Force, all day.

April 10, late morning. A 500-mile battle by sea and air gropes along whole Norwegian coast. British submarines drive deep into Skagerrak. British squadrons of planes attack Bergen and reconnoiter Stavanger, blockade all Norse ports. Two waves of British bombers renew attack on Bergen, hit one cruiser, which then disappears.

April 10, 3 p. m. British submarines catch German transport convoy in Skagerrak, torpedo six of ten transports and several of the escort of 12 minesweepers. Battle continues into night. Seas fill with drowned German soldiers by hundreds. Some British submarines sunk by depth charges and gunfire.

April 10, dusk. British bombers hit and claim to have sunk German cruiser in Bergen. Germans take Danish island of Bornholm in Baltic.

April 11, dawn. British mine Kattegat and Skagerrak, try to trap all German forces in Norway. British bombers from aircraft carriers raid coast.

April 11, morning. Germans march east from Trondheim, try to advance east from Narvik and are beaten back. Norse warship claims to have torpedoed and sunk German cruiser *Emden*.

April 11, afternoon. Swedes mine whole Kattegat coastline.

April 11, night. British bombing planes hit German supply convoy in Kattegat, sink at least two, bomb Baltic seaplane base and air base at Stavanger and Trondheim.

April 12. British Air Force goes into heavy action, raiding German sea and air bases at Stavanger, Bergen, Narvik, Kristiansund, Oslo, admits loss of eight planes in day. Göring's Air Force ferries German reinforcements to Norway by air.

April 13. German motorized units strike out from Oslo to reduce southeastern Norway in double-quick time. Some German transports slip past British submarines and planes in continuing bad weather. British battleship *Warspite* and destroyers rush Narvik, blast seven German destroyers.

WAR INVADES SCANDINAVIA

Scandinavia, neutral grandstand throughout World War I, last week became the chief battlefield of World War II. What did it was Swedish iron ore. Britain unquestionably wanted to nag Adolf Hitler into an invasion of Norway. What it did not count on was the dazzling efficiency with which the German landing forces were rushed across the Skagerrak into Norway. The challenge to the British Navy to step out and win the war was clear-cut. It had to do two things first: 1) stop German transports in the Skagerrak by submarines and planes; 2) occupy Narvik, isolated iron port in the north, in readiness for a dash to the Swedish iron mines at Kiruna in case Germany invades Sweden. By week's end, it had accomplished the second but not the first.

Meanwhile, the German Army and Air Force, running a ferry service by air across the Skagerrak, had control of the air over southeastern Norway. If the British planned to land an army somewhere on Norway's coast, it had to be before Germany had air control of all Norway. This was Britain's third great job, to land a force at a base reasonably safe from German air attack, possibly in the far north.

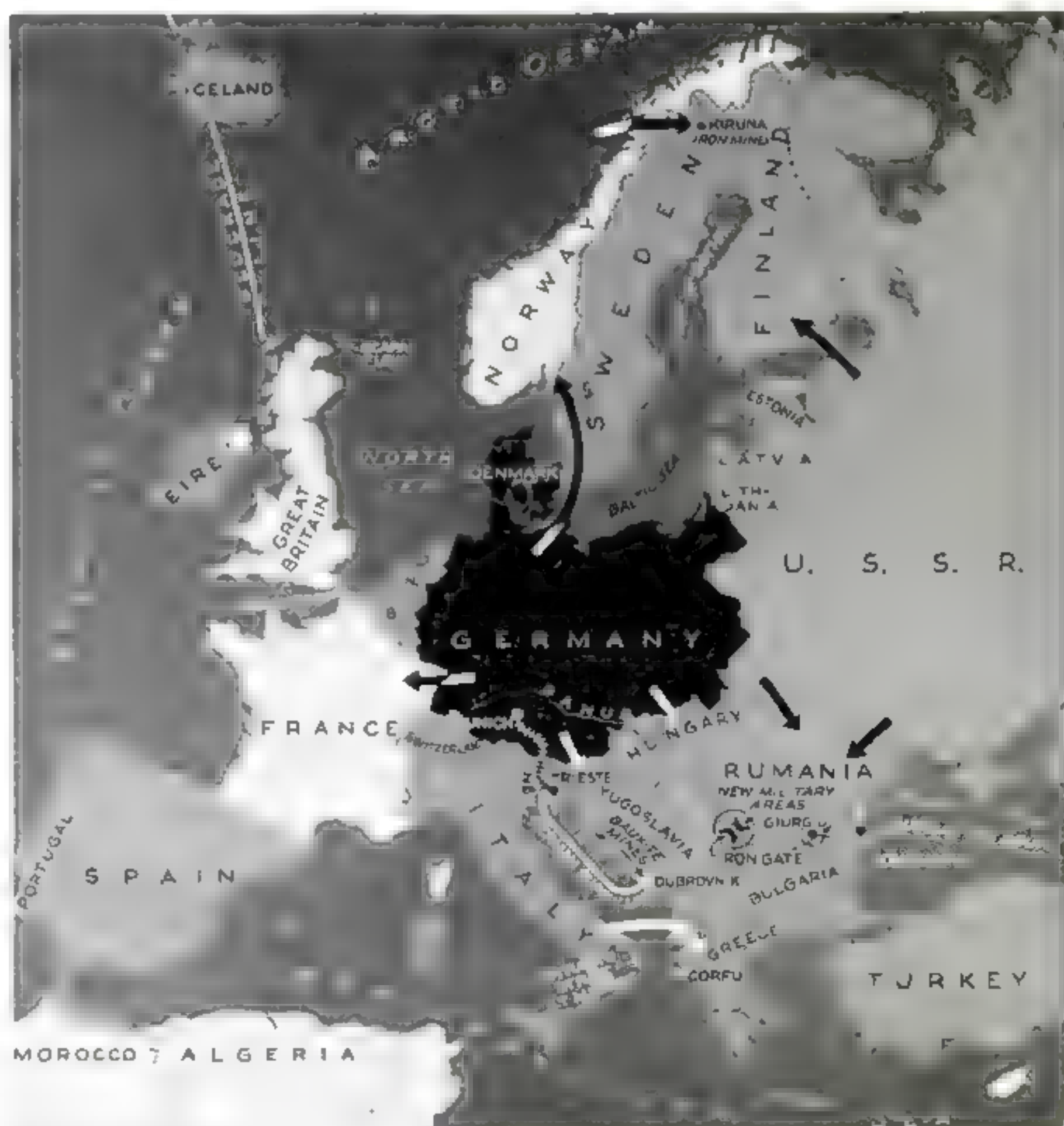
The timetable of events at left shows clearly that the invasions of Denmark and Norway were organized long in advance. Their execution was enormously helped by a snowstorm that swept Scandinavia and shrouded the German ships on April 9. The attack, co-ordinated for the dawn hours of April 9 from Narvik to Copenhagen, required some of the ships to set

out four days in advance. The attack struck everywhere on schedule. Over it was Hermann Göring's Air Force, strutting into its first full-dress test.

This whole story, the greatest series of action scenes yet produced in this war, is shown in drawings on the following pages. The ships, guns, planes, people, tactics and action in these drawings are as correct as latest reports and expert research can make them.

The story is primarily one of German successes. But these successes, if not too long continued, do just what Britain wants, by extending the war out of invulnerable Germany, across an arm of the sea, into a long and highly vulnerable flank, where Britain can get at Germany with its fleet. Already the iron from Narvik has stopped and the blockade grows tighter. England proper is farther from Norwegian air bases than from German bases but the distance to Scotland and Scapa Flow is only 315 miles.

The chessboard of Europe, shown below, grew instantly more confused. Rumania stopped the loading of both oil barges and freight cars for Germany, in reprisal for a German embargo of coke for Rumania. Germany on its interior lines had a choice of striking at the Maginot Line, Sweden, Yugoslavia, the Low Countries, Switzerland or Rumania. What Italy and Russia would do remained mysterious but they were in a position to do a great deal. It was possible that Russia would fight if Britain tried to extend its blockade into the Black Sea and Italy would fight if Britain moved into the Adriatic.



The next blow in Europe may be any one of these here indicated by arrows. Russia massed troops opposite Ru-

mania's Bessarabia. France waited for a Maginot Line attack. Italy strengthened its garrisons in Albania.

(continued)

LANDING AT OSLO

THIS IS HOW GERMANS INVADED THE NORWEGIAN CAPITAL BY AIR

This drawing is no artist's imagining. As nearly as careful study of news reports and of German equipment and tactics made possible, it shows in accurate detail the terrifying activity you would have seen if you had been at Fornebo Airport near Oslo at about 10 o'clock on the morning of April 9.

Only an hour or so before, Nazi bombers had swooped down on the field, battered its Norse defenders into submission within 45 minutes. In the distance still burns one of the six Norwegian planes directly hit by German bombs before they could leave the ground. Now, out of the south, roars an awesome swarm of 30-odd big Nazi transport planes, tri-motored Junkers 52's. Each one carries 20 fully-equipped soldiers or two and a half tons of ammunition, light guns, other equipment. The single-motored Messerschmitt banking at right is one of the pursuit patrol guarding the transport armada.

From the landed transport at left, marked on its fuselage with the black German war cross and a unit letter, soldiers are unloading boxes of ammunition to be stacked in foreground. By the swastika-marked tail, a gun crew has set up a light 20-mm. automatic cannon for test, is priming to defend the field from enemy planes. To their right, other soldiers, having stacked their Mauser rifles in foreground, are dashing off for orders. Other troops may be seen forming up beside their transports in the middle distance. At right an emptied transport throttles up to taxi down the field to the runway and take off for Denmark—only an hour away—to pick up another load.

Oslo, profiting from Helsinki's experience, had been preparing for months for an air attack. Gas masks had been issued, 70 covered trench shelters were dug in public squares and parks, bombproof steel doors had been fitted to the city's subway entrances. Since early March every Oslo household had been posted with full instructions for getting its children, old folks and pregnant women out of town in a hurry. But Oslo was far from prepared for the appalling swiftness and force of the German attack. Between the Nazi warships and troopships forcing their way into the Oslofjord, the air transports pouring men and guns onto Fornebo field, and the bombers roaring up from the base quickly established there to circle over the city with threats of instant bombing at the first sign of resistance, Oslo was in full surrender by 4 p.m. Ordering all refugees back, the German conquerors halted the evacuation before it was well started.

Norway alone was, of course, easy pickings for the mighty German military machine. But military men the world over doffed their caps to the efficiency and especially to the audacity of the German overwater invasion in the face of superior British naval power. What the Germans have put to a crucial test is the ability of air power to overcome sea power. Their trust is in the power of airplanes to protect supply ships against naval attack, and themselves to move troops and supplies with utmost mobility. Far more alert and progressive than Allied air commanders, Göring & Co. approached the great test with plenty of experience. The Junkers air transports which you see here are the same that ferried Franco's Moors from Morocco to Spain in time's nick at the beginning of the revolt, German troops to Vienna during the occupation when land transport proved too slow, and German troops again into Poland for the lightning war.





TED HAUTZKY

(continued)

THE WAR GOES INTO DRAMATIC ACTION, STEP BY STEP,



Prelude to invasion of Scandinavia was a long program of rehearsals of German troops boarding transports at Swinemünde and sailing to Königsberg at other side of Germany.



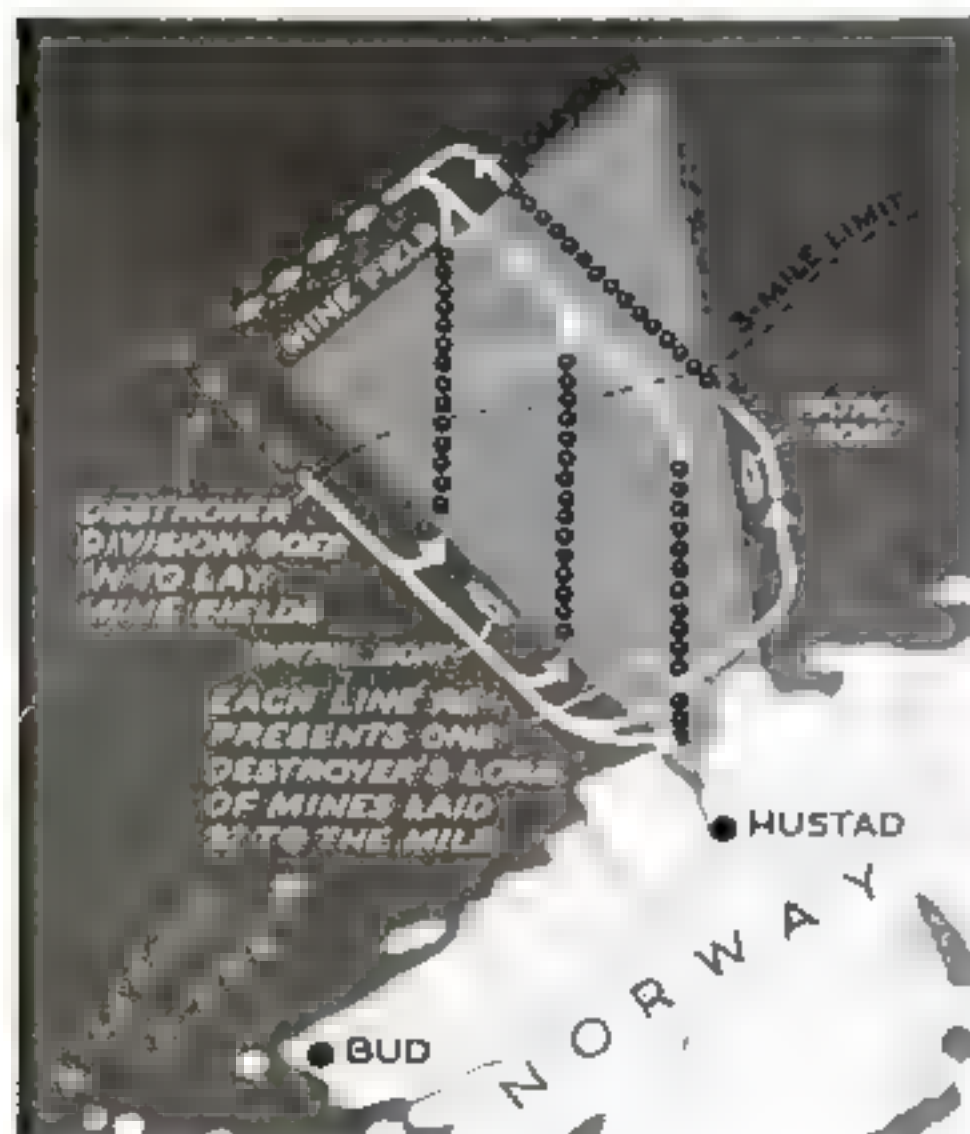
Practice landing of German troops is here rehearsed at Königsberg. Off-shore are Strength-Through-Joy ship S. S. Robert Ley and freighters. Lifeboats are towed in by motor launch. Marines carrying naval standard march onto dock from freighter which unloads armored cars. In foreground are 4-inch gun and anti-aircraft, at the right are horse barges.



British watch on Scandinavian coast tightened up as zero hour neared. Here 24 Wellingtons on April 7 doing their regular route across Skagerrak, run into German fighters.



British Wellington formation stoically keeps formation as two squadrons of German Messerschmitts, off western Danish coast north of Sylt, knife at the wingtips of the formation. At far right can be seen one plane plummeting into the sea; its left motor is afire and its crew is preparing to parachute. In the foreground, another Wellington is hit.



British lay mines on April 8 to break the "covered seaway" for iron ore down Norway. There were three fields, like the one above, at Vestfjord, Bud (shown) and Stadlandet.



Polish destroyer at dawn drops mine fitted with anchor off its stern, while British destroyer at left lays parallel line of mines. Several score destroyers and minelayers laid alto-

gether perhaps 10,000 in whole operation along Norwegian coast. Although this preceded by one day the actual German invasion, the German ships were already under way.

WHERE NO CAMERA CAN FOLLOW THE PERILOUS EVENTS

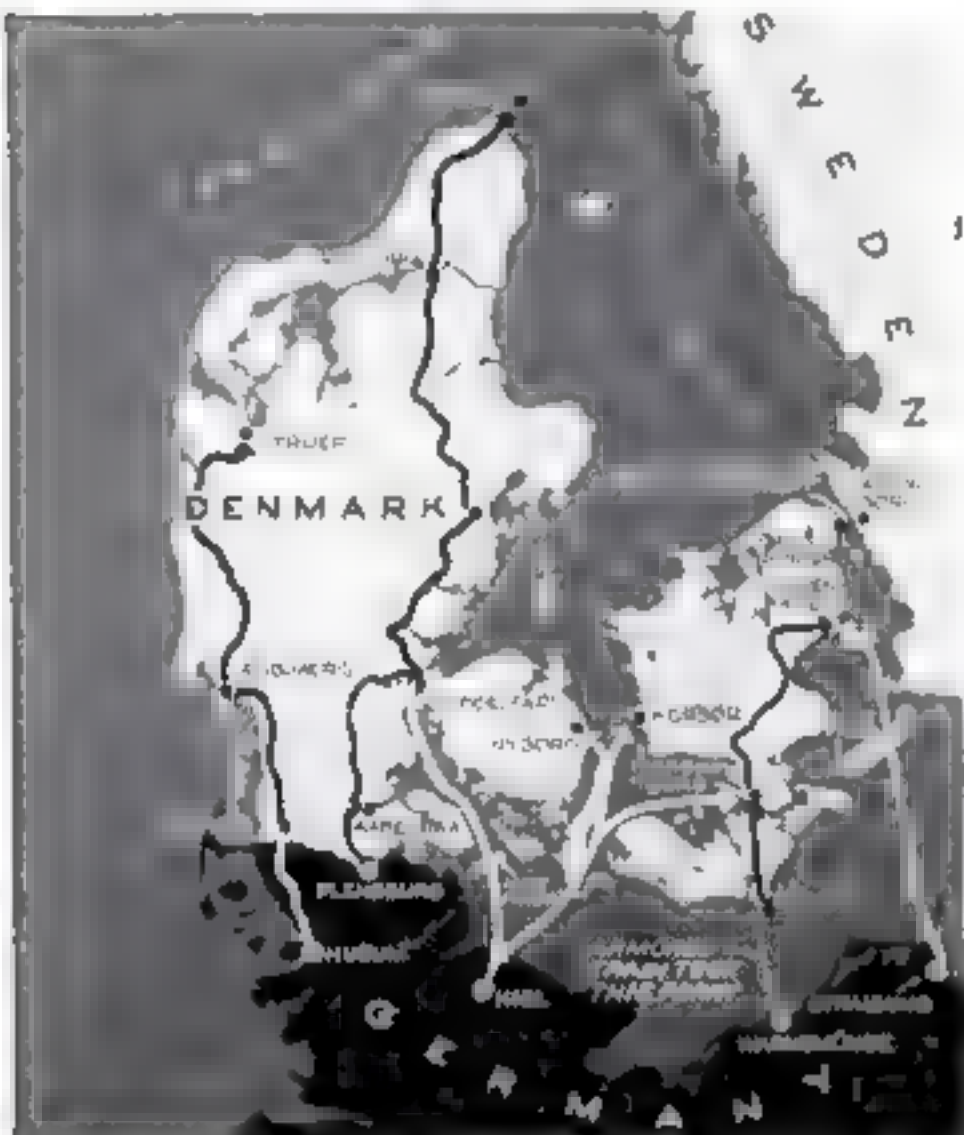


The British battleships had returned to Scapa Flow month before but most had left again by April 7. At dusk April 8 German bombers in heavy formation struck Scapa Flow.



The secret German Junkers Ju-88 bombers in three waves streak up from the south (upper left) at British battleships and cruisers in the Home Fleet's Scapa Flow anchorage. This

was biggest German air attack on England so far. Greater anti-aircraft fire kept planes up four miles. British fighters got two. In salvoes 300-lb. bombs drop on the airfield.

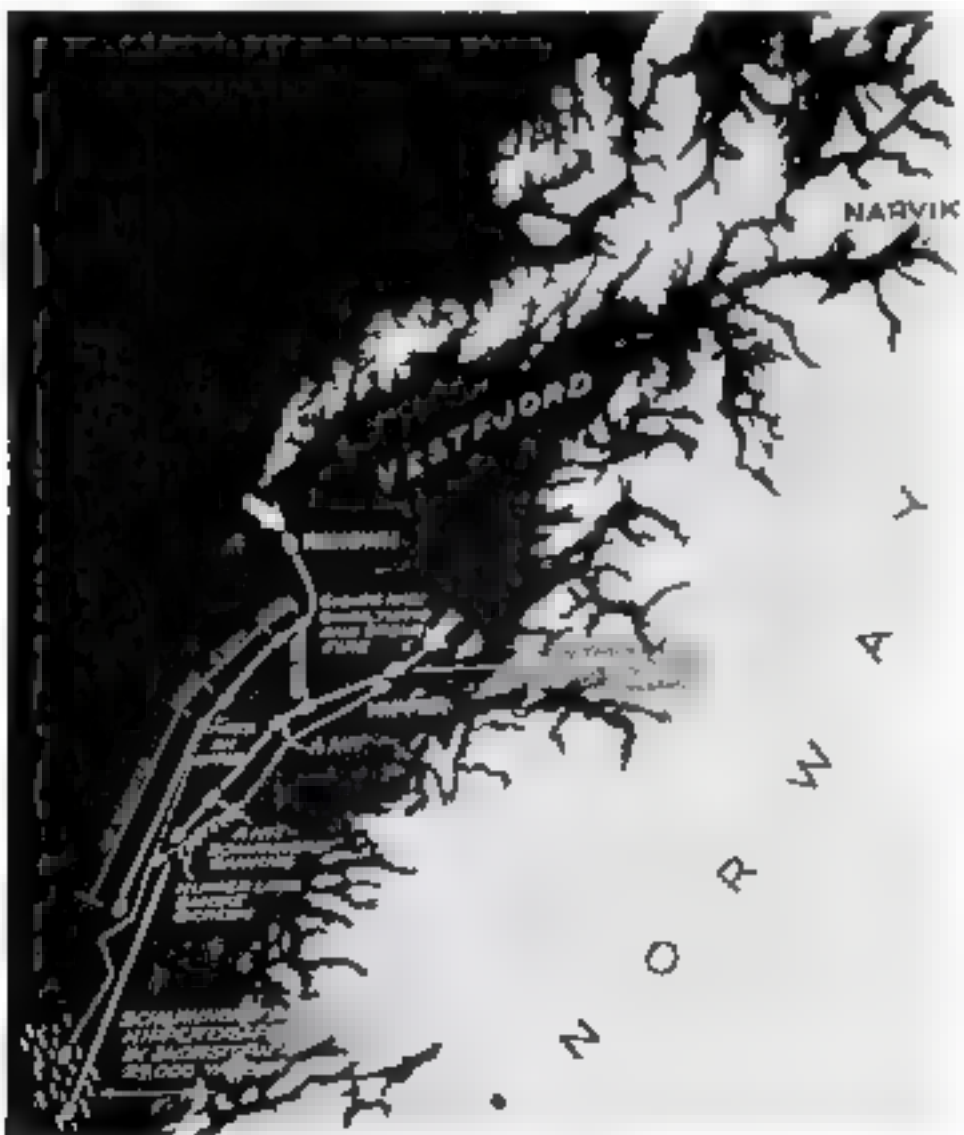


Invasion of Denmark, perfectly planned and executed, called not only for invasion across the border but also for transport landings at Middelbart, Nyborg, Korsør, Vordingborg.



The regular train ferry from Warnemünde to Gedser actually carried the German armored train into Denmark. The train, debarking at Gedser, mounts 3-in. field guns and

machine guns, while another section of the train comes off ferry at the left. On the pier at left are German motorized troops with anti-tank guns getting ready to form column.



First encounter of capital ships in this war was between Britain's battle cruiser *Renown* and the German cruiser *Scharnhorst*. Inconclusive hour contact is mapped above.



Renown's 15-in. guns (foreground) have silenced six of the *Scharnhorst*'s 11-in. guns, but the heavy cruiser *Hipper* has slipped across *Scharnhorst*'s retreating wake and laid

a smoke screen (far left). Theoretically faster, the *Renown* is outrun by Germans, though it has run away from its own destroyer escort. Snow squalls help the Germans escape.

(continued)



A. Taudenfrost

BATTLE OF NARVIK

SIX GERMAN DESTROYERS REPULSE FIVE BRITISH
DESTROYERS IN FIRST RAID ON NORSE ORE PORT

In a heavy snowstorm at dawn of April 10, five British destroyers repulsed a German attempt to destroy a heavy German destroyer fleet and hoped capture the town 24 hours earlier. Reconstructed here from expert research and reliable news dispatches is the scene as it looked from the deck of the British destroyer *Hood* as she fired her 4.7-inch gun at the German coastal guns which the Nazis had placed on the ridges to the north of the town.

The other British destroyers have just finished firing at the German destroyers lying out of sight between the British ships and the German guns on the ridge. The damaged *Hood* is listing to port. The *Hood*



(right, center), badly hit, is sinking by the stern in a billow of smoke. In the distance off to the right near Narvik itself, two German supply ships are aflame and sinking from British gunfire.

Of Britain's five destroyers, lighter than Germany's in tonnage and guns, the *Hunter* sank, the *Hardy* was beached, the *Holspur* was badly damaged and the *Hostile* slightly damaged. The *Havock* departed untouched. Of Germany's six destroyers, one was believed sunk by torpedo, three set on fire. Six German supply ships were sunk or damaged and the munitions ship *Rauenfels* was blown up.

The Germans had got their foothold at Narvik the day before when in a snowstorm two German destroyers entered the bay, sank two antiquated Norwegian

coastal war-ships and silenced the anti-submarine gun of a British freighter.

Almost simultaneously the *Jan Wellem*, a seemingly innocent German whaler that had docked at Narvik the previous day, suddenly became a "Trojan Horse" and began disembarking a swarm of well-armed German regulars, who seized control of the port without opposition in this miniature Blitzkrieg.

But on April 13, the British Admiralty announced a second attack on Narvik by its destroyers, backed up by the 30,600-ton battleship *Hampshire*. Nazi destroyers by then numbered seven. All were sunk. Possession of Narvik would give Britain the railhead leading to Sweden's great Kiruna iron mines, control of which was one reason prompting Hitler to launch his Scandinavian adventure.

(continued)

THE GERMAN TRANSPORT ARMADA CROSSES TO NORWAY



The Secret Armada of German warships and troopships carrying the German Army to Norway left German ports late on the evening of Sunday, April 7. For 30 hours some 125

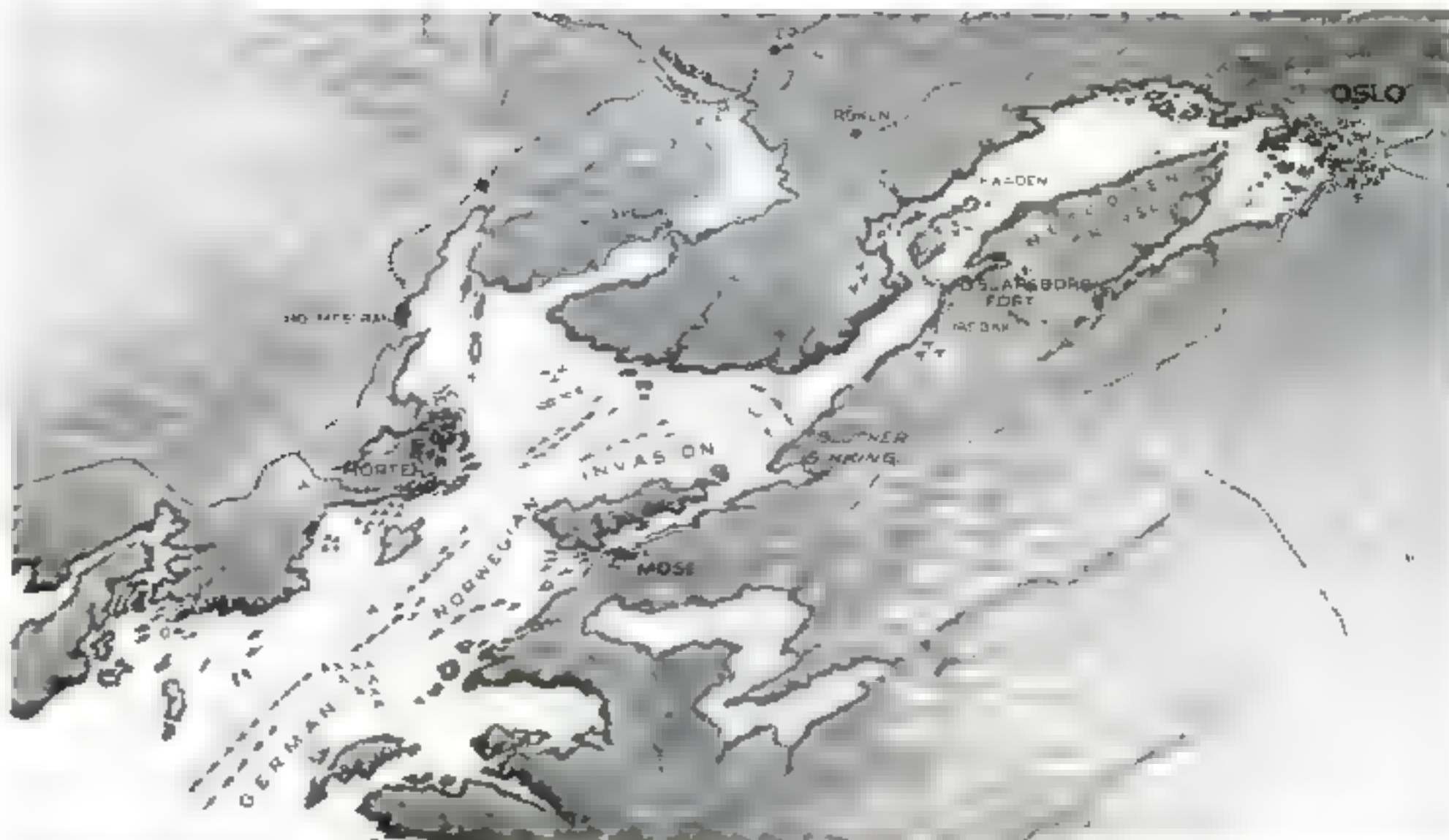
darkened ships slipped along the coast of Denmark (left) up the Kattegat. Wild rumors reached Norway by 11, Monday night, where a blackout of the coast was ordered. The troop-

ships were convoyed by cruisers, destroyers, minesweepers and, overhead, so high that barely a buzz reached the land, German fighter planes intermittently searched the sky.

IN THE TEETH OF BRITISH SUPREMACY ON THE SEA



Oslofjord, defended by a long line of shore batteries and Fornebu airport, was a special problem. With incredible audacity, the Germans ran their armada past the forts.



Attack on Oslo shows planes bombing forts at Horten and in foreground. Then transports land troops on west shore in left foreground and on east shore at Moss. These troops ad-

vance cross-country on Oslo while ships shell Oscarsborg Fortress commanding the narrows. Oscarsborg's guns cripple the *Blücher* (center), which later hits a mine and sinks.



The British Home Fleet plows down Norwegian coast, destroyers escorting four battleships and a battle cruiser. The way is cleared by the light cruiser *Aurora* and destroyers.



First British destroyer sunk by a bomb is the *Gurkha* (foreground) accompanying *Aurora*, while a 1,000-lb. bomb hit *Rodney's* 6-in. armored decks without piercing them (back-

ground). *Gurkha* crew fought with 4.7-in. guns until they were under water, brought down two German dive bombers including, the crew thought, the plane that had hit them.



Stiff fight is put up by the forts outside Norse naval base at Kristiansand. Actually the forts were reduced largely by German bombers after the forts had sunk the *Karlsruhe*.



Norwegian gun crew at Kristiansand blazes away at the German light cruiser *Karlsruhe*, sinks it cleanly. The ship must make a direct hit on the land gun, not just on its crew

or emplacement, to put it completely out of action, and shore fire control is technically easier than firing from a ship at sea. Later Germans manned captured Norwegian forts.



Danish Palace Guard under Prince Waldemar put up brief fight against Germans in palace yard of Copenhagen.



Denmark's King Christian X moodily looks out window of his Copenhagen palace at the gray-green German columns. His flag still flew.



One Danish company of infantry made good its escape from Denmark by catching the last regular ferry to Sweden.

THE STRATEGY OF NORSE WAR

by MAJOR GEORGE FIELDING ELIOT

Germany's move into Denmark and Norway may be as decisive as the Battle of the Marne in September 1914.

The German plan for this bold attack had been under secret preparations for weeks, if not months. To execute it, the following forces had to be provided:

1) Army of invasion for Denmark, partly assembled for land advance over Schleswig-Holstein border, partly to move by ship to Copenhagen and other Danish ports.

2) Air and naval support for this force, including preliminary air reconnaissance.

3) Much more extensive air reconnaissance of Norway, since in Denmark no resistance was expected while in Norway it was far more likely.

4) A strong landing force to debark in the Oslofjord and advance on the Norwegian capital. This apparently consisted of a division, less part of its artillery and all its transport, plus some anti-aircraft and possibly a battalion of foot artillery to man the Norwegian harbor defenses after their capture—say 15,000 men, requiring for a short haul six to eight transports of average size—not a large convoy.

5) Smaller landing parties to seize the ports of Arendal, Kristiansand, Egersund, Stavanger, Bergen and Trondheim—say, 5,000 men carried in perhaps three transports.

6) A special force, composed mostly of men concealed in merchant ships, to seize the iron-ore port of Narvik—probably 2,000-3,000 men.

7) A strong naval covering force to proceed to sea to protect these coastal operations and landings from interference by the British fleet, in addition to immediate naval escorts for each of the troop convoys.

8) General air support over all southern Norway.

Once the initial phase of the plan had been carried out, the next move was to throw more reinforcements into the main advance base at Oslo, and to push inland from there toward Bergen and perhaps Trondheim, connecting up with the coastal garrisons and reducing the southern part of the country to submission. This had to be done quickly if it was to be accomplished without serious fighting. If a secure hold could be obtained and the German position in southern Norway consolidated before the Allies attacked in force, the main German object would have been gained.

The German plan was excellent in its conception and its initial phases have been brilliantly executed. By the end of the first week, however, Norwegian pressure from the interior on the German troops was increasing while the Allies hammered away from the outside. There can be little question that preparations are going forward at full speed to send an Allied expeditionary force to Norway. When it arrives, it must have a port at which to land.

The situation of the German forces in Norway is not desperate, but the critical need is for immediate reinforcement. If British operations in the Skagerrak continue to be a serious menace to German

transport lines in that waterway, then German sea communications become precarious. If Germany cannot supply its Norwegian expedition by way of the Skagerrak, it is possible that it will demand of Sweden the right to use the Malmö-Helsingborg-Göteborg-Oslo railway, by which it could maintain a steady stream of reinforcements and supplies to its advance base at Oslo. The Swedes have stated that they will resist any attempt to use their territory in such a manner. It is a matter of speculation as to how much the Swedes have impaired their own defensive power by the armaments (particularly artillery) which they sent to Finland.

The German plan was a gamble, and one which Germany cannot afford to lose, since then she would be in imminent peril on two fronts, with the loss of all Scandinavian supplies. The Norwegian resistance proved unexpectedly strong and the Allies reacted with great energy and with no small success. The Germans must now find quick means of reinforcing their troops in Norway while the outcome still hangs in the balance.

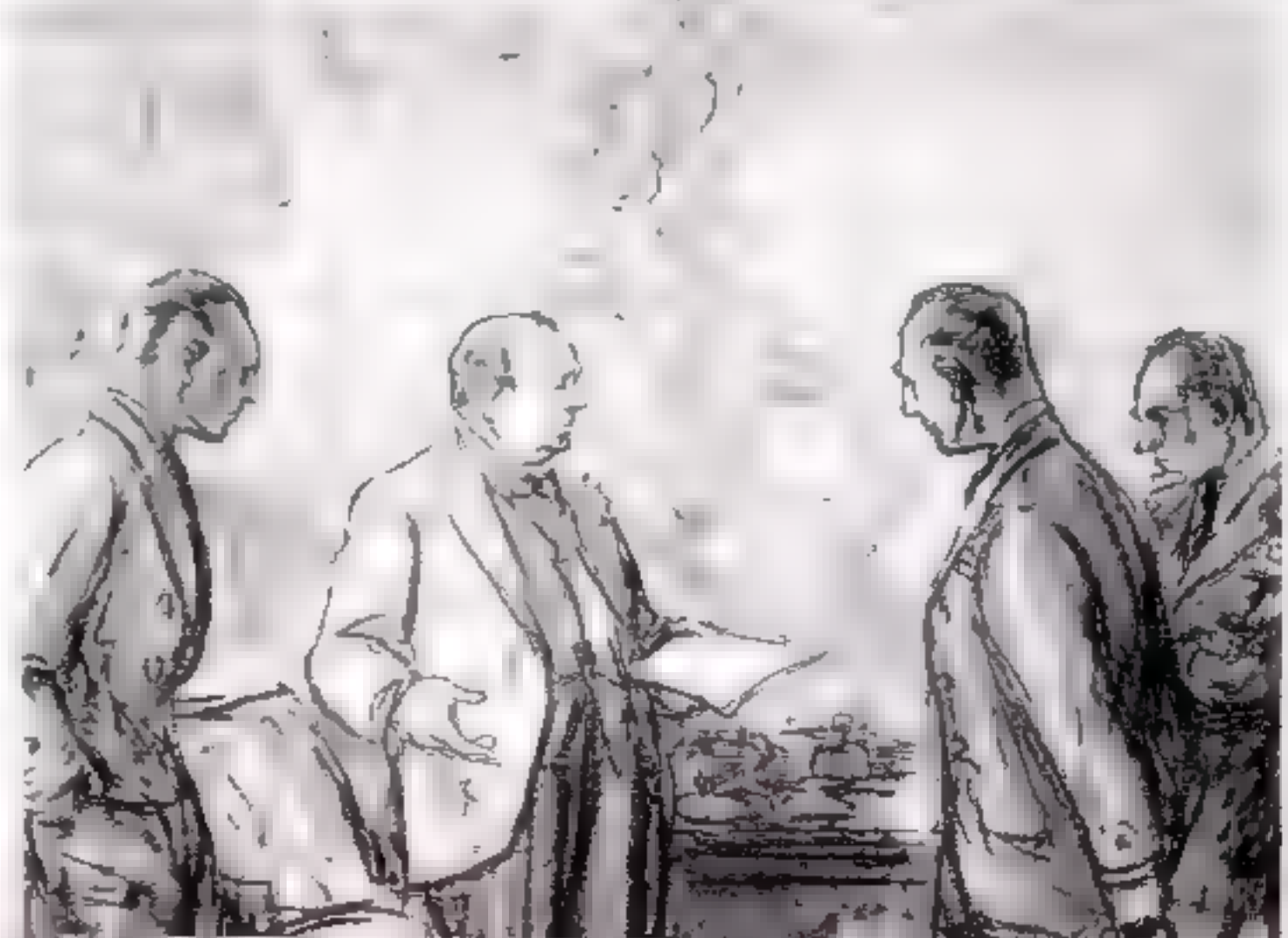
If Germany succeeds in establishing herself in Norway, from the Atlantic ports of that country her ships, submarines and aircraft can operate with telling effect against British blockading forces and the vital British sea communications by which the people of Britain receive much of their essential war materials. Britain can never permit this to become an accomplished fact without a desperate struggle.

Moreover, such a German success would have tremendous repercussions in the Balkans and perhaps in Italy. No other little nation of Europe would depend much on Allied guarantees if even Norway, on Britain's doorstep, cannot be rescued from the Nazis. Thus while Germany cannot afford to lose, Britain cannot afford to let her win. We shall see much more fighting in the North before this campaign is settled.

British Minister to Denmark Charles Howard Smith is arrested by German soldiers, while an aide burns code books. He was later released, and received in "farewell audience" by King Christian.



At the center of the action was First Lord of the Admiralty Winston Churchill in Admiralty maproom. Commander off Norway was Home Fleet Commander-in-Chief Admiral Forbes.



HERE THE *UNUSED* MILEAGE IN *ANY USED* TRUCK CAN BE BOUGHT WITH *Confidence!*

WHEN International dealers and branches sell new trucks they are all INTERNATIONALS. They are quality trucks. Owners buy Internationals with the confidence established by a 34-year reputation.

When International dealers and branches sell used trucks they sell *all makes*—and experience has taught them that the same regard for value must be maintained, the same regard for owner-confidence that applies to the sale of new International Trucks.

Let's say the truck shown here belonged to Tom Brown. Tom is faced with a bigger hauling contract and he has switched to a new truck. His used truck is ready for a new owner. Mileage was built into it,

and the International dealer or branch has given it a *thorough reconditioning*. You can put *your own name* on this truck and count on receiving *exceptional value* in *UNUSED mileage*.

International dealers and branches know the used truck problem must be handled with exactly the same fairness to you that goes with the purchase of every new International. Whatever the make, mileage, or price—you will receive *top value*.

Ask any International dealer or branch about the After-Sale Service Agreement.

INTERNATIONAL HARVESTER COMPANY
180 North Michigan Avenue Chicago, Illinois

Copyright 1945 by International Harvester Company, Incorporated

NEW Trucks and USED Trucks
International sizes range from
Half-Ton to powerful Six-Wheelers



Used Trucks

INTERNATIONAL
SOUND VALUES--EASY PAYMENTS



INTERNATIONAL TRUCKS



RITZ SPRING SALAD. Do rub your salad bowl with garlic when you prepare this salad, and do serve with crunchy Ritz! No other cracker adds the same sparkle to salads—for Ritz

has a distinctive nut-like tang all its own. Ritz is always at its best, because a special baking process seals in freshness and flavor. Insist on Ritz—and you won't be disappointed!

Add to your fame as a hostess by serving RITZ crackers!



LISTEN FOR "AH'S" when your guests see (and taste!) these smart Ritz appetizers! Spread Ritz crackers with softened cream cheese, garnish with olive rings, chives, pimiento, anchovy. Ritz appetizers stay crisp longer—Ritz' nut-like tang adds to their flavor!



PARTY DRESS. Add a dab of whipped cream to pea soup and serve with Ritz. Very "special looking"—and delicious! Remember, Ritz dresses up family meals as well as party treats. Everybody loves Ritz. Serve it often—with other foods and alone. Order a package today!



YOU CAN ALWAYS BE SURE of getting the finest in crackers and cookies if you look for this red NBC Seal on the package when you buy. It identifies products of National Biscuit Company and is your assurance of high quality . . . tempting freshness . . . delicious flavor

IT'S AMERICA'S FAVORITE CRACKER • A PRODUCT OF NATIONAL BISCUIT COMPANY



ENGLISHMEN RIB LORD HAW-HAW ON RADIO AND, IN LONDON REVUE, HAVE WRITTEN A SONG TO HIM

RADIO TRAITORS

German Lord Haw-Haw is England's radio favorite

Las London in Europe's wartime blockade is the label of foreign broadcasts on the "propaganda radio." On this new psychological front, first blood now goes to Germany, which, like other aggressors, hires renegades and traitors to undermine their countrymen's morale. A smash hit is a mysterious nightly voice on the Hamburg wave length—the radio favorite star of 50% of all English listeners. "Lord Haw-Haw of Zeulen" has an impeccable Oxford accent, speaks his news and opinions with clever humor that Englishmen find irresistible.

But their Government, which laughed once, is no longer amused. In British houses and pubs, Haw-Haw's opinions are beginning to be quoted seriously. Recently, the big Union of Clerks and the Independent Labor Party passed anti-war resolutions. Then delegates of 1,725,000 members of the Cooperative Party, almost a third of the membership, suddenly voted for an immediate armistice. Thoroughly alarmed, London is taking cow stock of Lord Haw-Haw's defeatist propaganda.



Haw-Haw was named by Jonah Barrington, London *Daily Express* writer, who imitates his "news" sample.

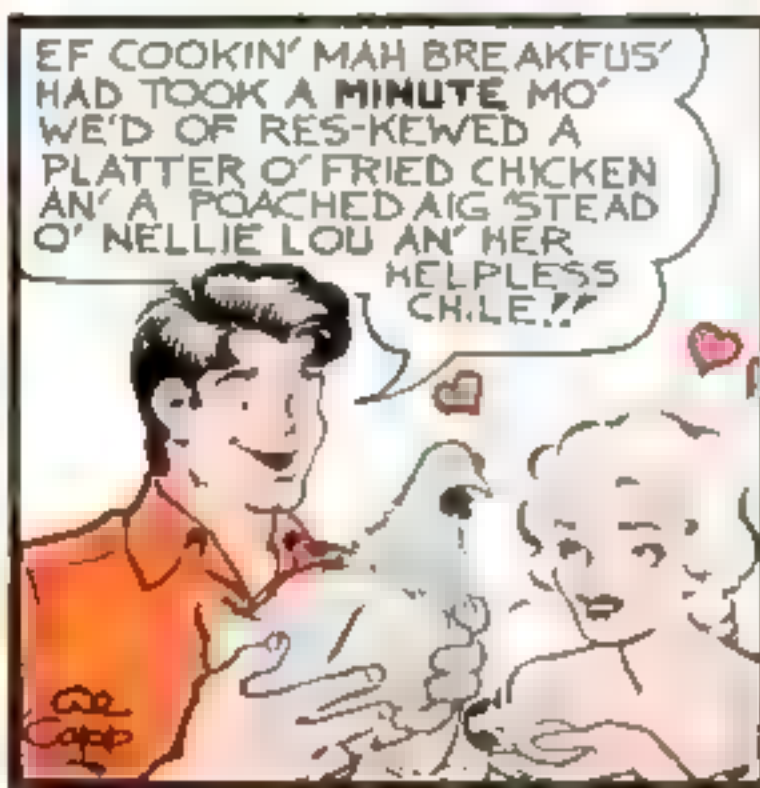
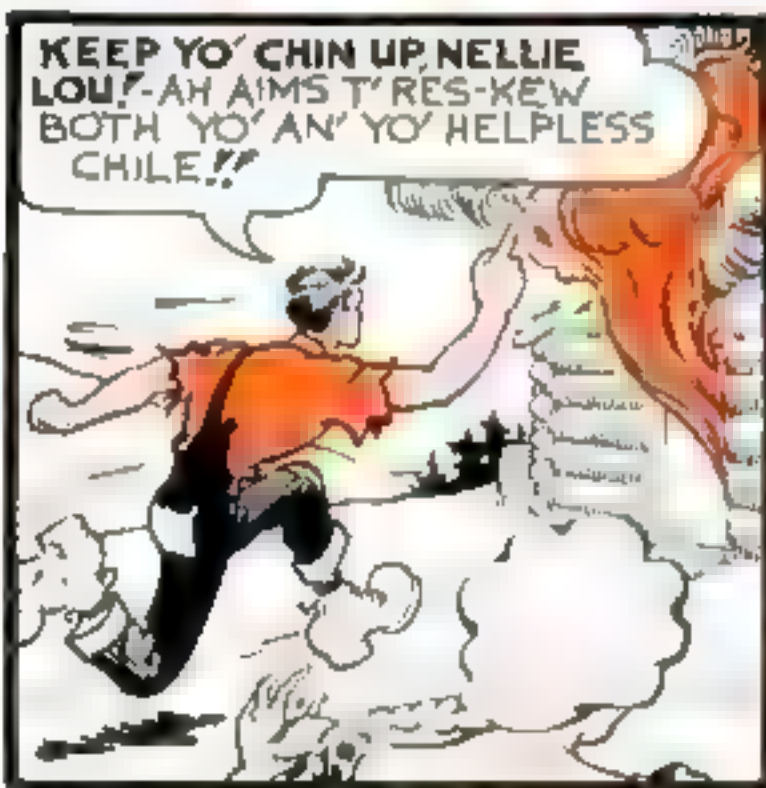
"The *Royal Duke*, carrying outsmen to the starving British, has officially 'Heil Hitler' been sunk."



Lord Haw-Haw is believed by the British to be C. S. John Wilbert Joyce, former official of Sir Oswald Mosley's British Union of Fascists, who fled England a few days before the war. Lord Haw-Haw, his second wife (above), was once a ballet dancer, follows him on the air.



LI'L ABNER...by AL CAPP



AH DON'T GIVE A HOOT WHUT MAMMY GIVES ME FO' BREAKFUS' AS LONG AS IT'S CREAM OF WHEAT!!

YOU GOT SUMPIN' THERE LI'L ABNER! "NEW 5-MINUTE" CREAM OF WHEAT NOT ONLY TASTES RICHER, BUT IT GIVES YOU EXTRA MINERALS AND VITAMIN B... AND YO' MAMMY COOKS IT TO FULL DIGESTIBILITY IN ONLY 5 MINUTES! YET IT COSTS NO MORE!

TAKE YOUR CHOICE

CREAM OF WHEAT

Radio traitors (continued)

Lord Haw-Haw tells the British they can't win

England fights Lord Haw-Haw with ridicule, calls his voice "by Cholmondeley-Plantagenet out of Christ Church," rocks with laughter when he rages at their blockade with "Rehly, you British, it isn't manlah!" Haw-Haw fights back with a mixture of truth and sly insinuation shrewdly calculated to make Britons distrust their leaders, lose confidence in winning the war. His last broadcast follows the late evening English news, gives them facts and scoops that the bumbling BBC suppresses. He was first with news of the Russo-Finnish peace. He now rings a startling imitation of Lloyd's famous Lutime Bell to announce the sinking of British ships.



SKITS MIMIC HAW-HAW IN LONDON

First and foremost, Lord Haw-Haw tries to drive a wedge between the British common people and their rulers. Working on the real dissatisfaction which exists in the English laboring class, he tells them that callous, scheming leaders have got them into a stupid imperialist war which they cannot win.

"Now you are fighting a war for your ruling classes," says Haw-Haw. "They must win so that their system built on usury and exploitation may continue. . . . National Socialism was the enemy of everything your ruling class stood for. So powerful Jews, financiers, cabinet ministers, newspaper owners and big business in general combined to launch their attack on this dangerous new doctrine. It was the socialist side of National Socialism of which they were especially afraid . . . there was always the danger that it might spread to the shores of England, that Garden of Eden for the wealthy."

Lord Haw-Haw understands the English mind and appeals to its sense of fair play in attacks on British imperialism, citing Ulster, India, Palestine: "When the British Government claims to have a proprietary interest in the welfare of Czechs, Poles, Finns and other peoples, one may be pardoned for asking whether it has discharged its full responsibility to those who are subject to its dominion." He tries to sap their confidence in conditions in England, quoting chapter and verse of English papers, English speakers. There is "a scandalous rise in the cost of living . . . the quality of foodstuffs has deteriorated. . . . London butchers went on strike 24 hours in protest against the bad quality and high price of mutton. . . . the *Daily Telegraph* of Feb. 28 predicts an increase in taxation and particularly in rents. . . . According to the *Daily Express* of March 1, the evacuated civil servants are in a state of active unrest. The cost of herring has risen by 6 pence to 7 pence a pound. . . . According to *The People* of March 3, there is a strong feeling growing in the Midlands against the unscrupulous profiteering which is taking place."

One night he had the "British Minister for Muddling Through" arrive at the gates of Heaven. "Get away," cried St. Peter. "Go and live for a year in a London slum. That will be your purgatory and hell itself couldn't be any worse."

What has transformed Lord Haw-Haw from a figure of fun into a matter for concern is his theme that Germany is invincible, that this time England will not "muddle through," supported by such taunts as this: "Was it not the First Lord of the Admiralty who assured the House of Commons that Scapa Flow had now been made perfectly safe . . . unassailable? That was before the days of Lieut. Commander Prien and the German Air Force."



JAMES HAYTOR HAS FUN AS ZEESON'S LORD IN ENGLISH REVUE "LIGHTS UP"

"I Thought I Knew All the Answers"



"... But I'm glad I took time to Stop—Look—Listen—and Learn What's New in Cars! Actually, this Lower-priced De Soto has 39 New Features not found in Your 1936-'37 or '38 Car!"

BE SKEPTICAL, be critical, be as hard-headed as you please—but be fair to yourself... Just how much are you missing in your 1936-'37-'38 car that you could and should be enjoying right now?

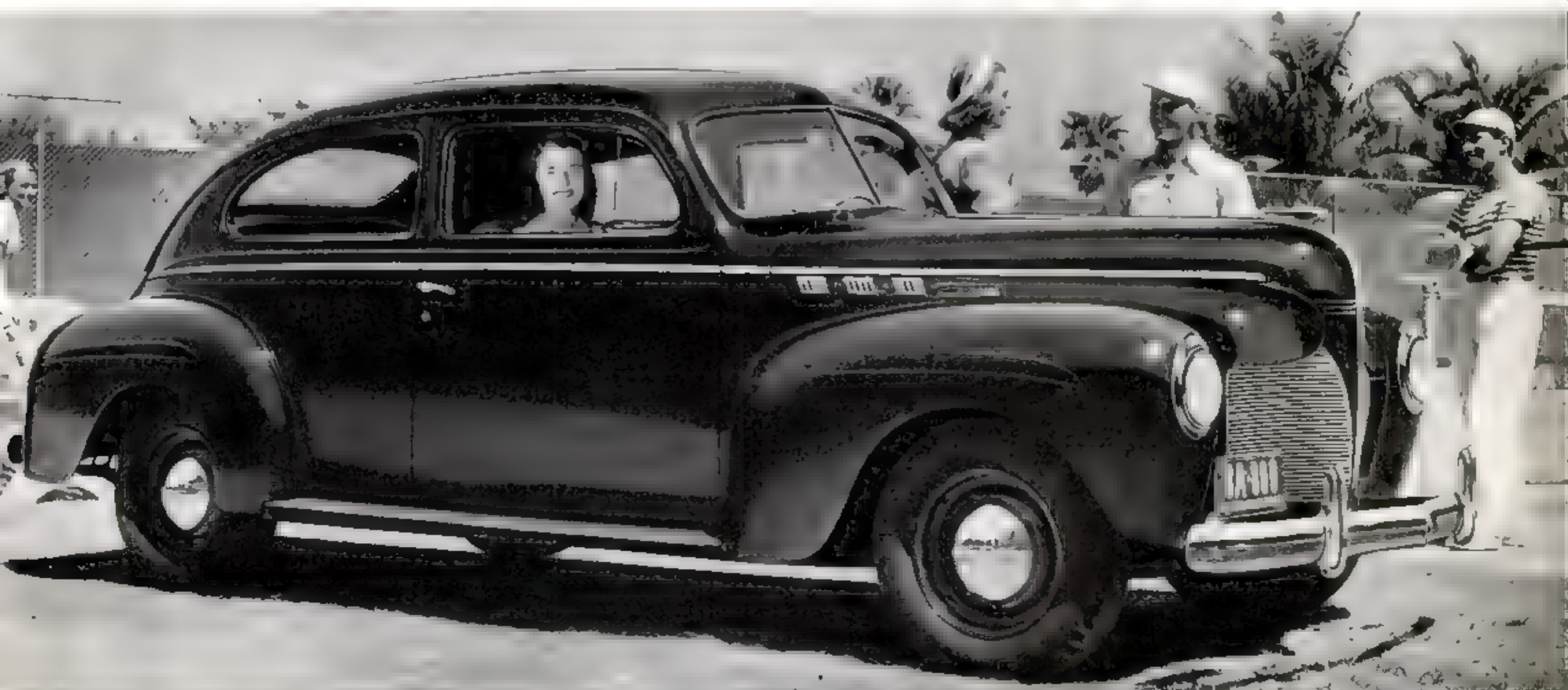
This is an invitation to find out.

Are you bothered by the old-fashioned "wobble stick" gearshift? De Soto's is on the steering post—out of knees' way. You flick to high with finger tip ease. Are you cramped front or back? De Soto's deep seats are 1' to 3' wider than yours. Do you bounce over bumps? De Soto

floats you over them, cradles you between the axles. Do you strain to see at night? De Soto's Seven Beam Headlights give 50% to 65% better road vision.

You'll be proud to have 115 100-horsepower, 221 1/2" wheelbase De Soto parked in front of your house...

For deep within its dynamic beauty are 40 big features your 2-, 3- or 4-year-old car doesn't have. And De Soto's prices are \$20 to \$48 lower than last year's! DE SOTO DIVISION OF CHRYSLER CORPORATION, DETROIT, MICHIGAN. Listen: Major Networks, Hour, C.B.S., Thurs., 7-8 P.M., F.S.T.



DE SOTO—America's Family Car **\$845** | **\$905**

De Luxe Coupe

De Luxe Sedan

Delivered at Detroit, Mich. Federal taxes included. Transportation, state, local taxes, if any, extra.



Sound your "Z"—thousands find it's the Big Noise in *PENN^{PAVANIA}ZOIL*. Today!



I've flown PennZoil lubricated United Mainliners for years. Figured the same oil ought to keep my own car in top shape—and PennZoil does a real job of it!

My trucks get plenty of abuse. I thought we never would end sticking valves and piston rings—until I switched to PennZoil. It's a wonder for licking these sludge troubles!



Believe me, a salesman needs a car that can "take it." For hard driving, better mileage and a smoother motor I'll sound my "Z" for PennZoil every time.

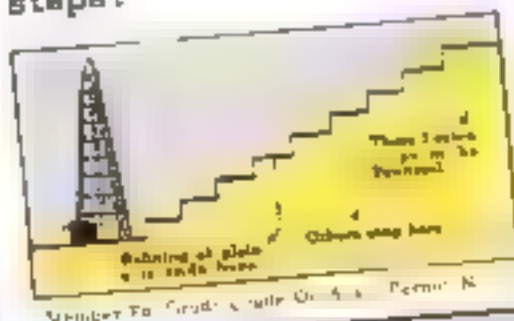
Today, 4 times as many dealers respond to your "Z". It's real proof that PennZoil is your best buy! Call your PennZoil distributor or branch for the name of your nearest dealer.

Be oil-wise specify PennZoil



Sludge gums vital engine parts—tries into varnish on hot surfaces. It slows your motor and wastes power.

This chart shows how PennZoil beats sludge with 3 extra, solvent refining steps!



GIVES YOUR MOTOR AN EXTRA MARGIN OF SAFETY

Radio traitors (continued)



Traitor Paul Ferdonnet is shown here with his second, German, wife. He left No. 1 in France where before war he wrote anti-Jewish and pro-German books, joined Nazis.

"THE TRAITORS OF STUTTGART" TELL FRENCHMEN THEY FIGHT FOR ENGLAND

Nothing infuriates a Frenchman more than to be told he is an easy mark. That is why the French language equivalents of Lord Haw-Haw are a failure. The Germans employ two Frenchmen, Paul Ferdonnet and André Charles Joseph Obrecht, to carry Dr. Goebbels' gospel nightly across the Rhine from Stuttgart, to tell France it has been hoodwinked into fighting England's war. But while they may ape Haw-Haw, their words fall on the deaf ears of 42,000,000 Frenchmen who do not want to be told they are wrong. Unlike the English, who enjoy chaffing the peer of Zeezen, the French hate and despise the "Traitors of Stuttgart."

Ferdonnet is supposed to soothe the French because he speaks their beloved language with no trace of accent, but his tone is nasty. British sailors he calls "assassins, flagrantly and deliberately breaking the laws of humanity and the sea." Taking notice of his sallies, ex-Premier Daladier was goaded into replying, "The voice of the traitors of Stuttgart was covered by the uninterrupted rumbling of convoys taking soldiers and cannon of the British Army toward our frontiers." Actually Ferdonnet was already "jammed" by artificial static in many parts of France.



Ferdonnet the Reservist, shown during his military service, is now an outlaw.



Ferdonnet's mother does not believe in his infamy. She prays for him every day.

CONTINUED ON PAGE 45

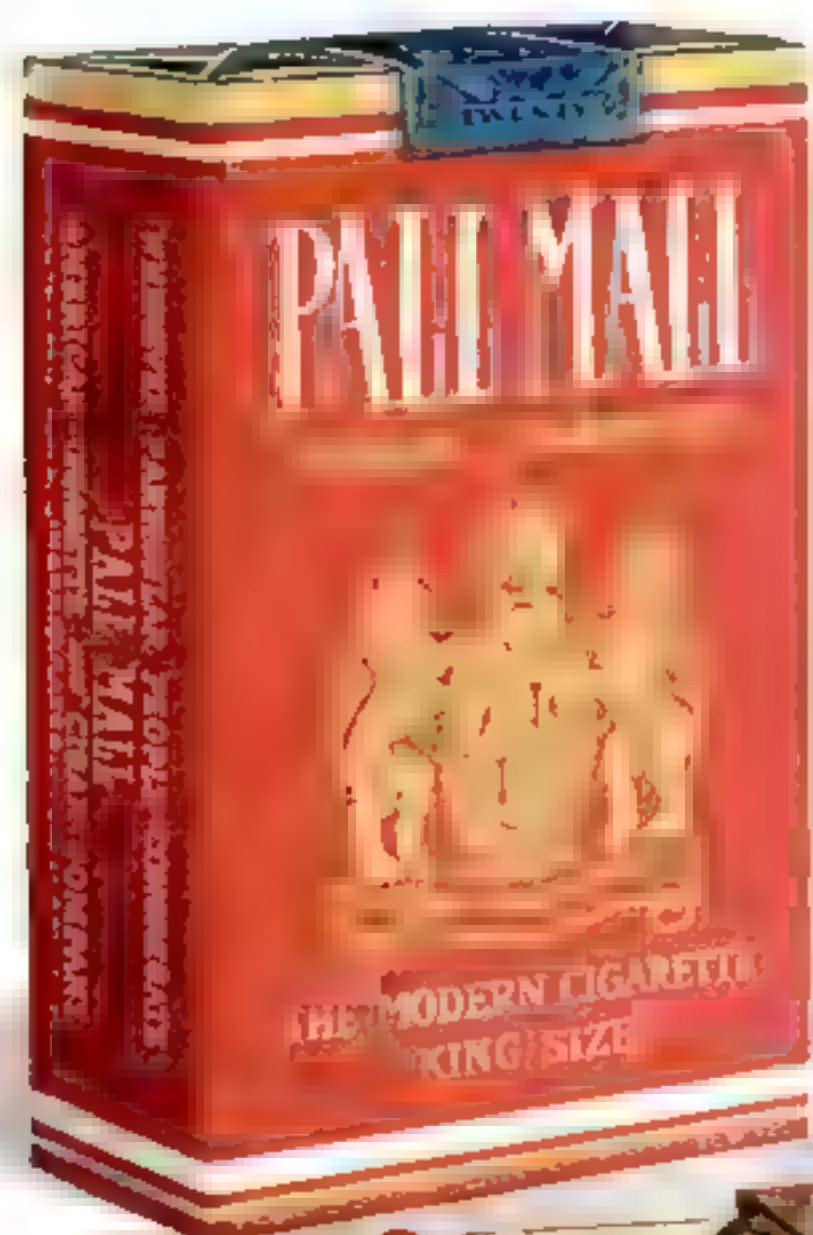
The Drake

suggests

PALL MALL

FAMOUS CIGARETTES

● THE ADDITIONAL LENGTH TRAVELS THE SMOKE FURTHER



● WHEN YOU HOLD the new Pall Mall in your fingers, you will immediately see how its added length travels the smoke further, to give you a noticeably cooler and smoother cigarette.

The additional length not only enhances the rich flavor of the superb Pall Mall tobaccos by travelling the smoke further, but it adds distinction to this traditionally smart cigarette. The price remains but 15c for twenty.

Yourselves, try Pall Mall critically!



COURAGEOUS MEN IN

1776

FOUNDED A FREE NATION

In that Same Generation the Family of James E. Pepper Founded its Distillery!



The Choice of
Generation
after
Generation



WHEN THE "SPIRIT OF '76" set our nation free, men returned to work with new heart. In Kentucky, in that same generation, the grandfather of James E. Pepper was making whiskey!

Today, it is still made in much the same way, with the same tender care. For generations—for over 150 years—this famous bourbon has been *traditional* with Americans.

Try the superb quality of *James E. Pepper* - "Born with the Republic." We sincerely believe it is the very finest Kentucky Straight Bourbon Whiskey available.

A limited number of 9" x 12" collectors' prints of above illustration in full color are available without advertising. Address your request to James E. Pepper & Co., Inc., Lexington, Kentucky, enclosing 25¢ for each print.

JAMES E. PEPPER
Bottled in Bond

KENTUCKY STRAIGHT BOURBON WHISKEY—100 PROOF

★ ★ ★ "Born with the Republic" ★ ★ ★

France condemns two absent traitors to death



ANDRÉ OBRECHT

André Obrecht is the other "traitor of Stuttgart." French newspapers call him "a thief who fled French justice." Obrecht, alias Saint-Germain, left France hurriedly a few years ago, appeared in bit parts in German films, then was drafted into the German radio service, where he hammers away with his slogan, "The British will provide the machines, the French will provide the breasts."

Recently the Republic gave its wrathful, if futile, answer to both Obrecht and Ferdonnet, by court-martial. A panel of uniformed military judges filed into the somber *Palais de Justice* in Paris and had a court attendant thrice call out the names of the accused, first in the courtroom, then through the dark, echoing corridors. After a solemn wait the defendants were held to be, by non-appearance, contumacious and triable in absentia. After considerable ceremony both were sentenced to death for treason, and then, anti-climactically, to confiscation of property. But as popular French radio entertainment, Traitors Obrecht and Ferdonnet were already dead.



Trial for treason, although Obrecht is in Germany, is solemnly proclaimed by rolling of drum and reading of a poster. This is in Maisons-Laffitte, a suburb of Paris.



Frenchmen study posters calling on citizens to seize Ferdonnet and Obrecht. They are not likely to be found, but the French felt that this case required all formalities.



\$69⁹⁵ for the Circle Trip, including
BOTH WORLD'S FAIRS!

EVEN A SLIM BUDGET can take a Greyhound Cruise of America right in stride! The trip of the year from your home town—wherever it may be—to the special wonders of both New York and San Francisco, and back home again by Super-Coach costs only \$69.95. And that includes all of America's natural wonders that you can fit into two different transcontinental crossings! Greyhound offers similar dramatic savings on Spring and Summer trips to any part of "This Amazing America!"

IT'S ON THE AIR!



"THIS AMAZING AMERICA"

A sparkling, wit-testing new radio program with fun unlimited—and cash prizes! Over NBC Blue Network (Friday evenings, most stations). See your newspaper for dates and hours.

Mail the coupon to nearest Greyhound office listed below—

New York City	245 West 50th St.	San Francisco, Cal.	Pine & Battery Sts.	Cincinnati, Ohio	630 Walnut St.
Cleveland, O.	East 9th & Superior	Detroit, Mich.		Richmond, Va.	412 E. Broad St.
Philadelphia, Pa.	Broad St. Station	Washington, D. C.	Washington Blvd. at Grand River	Charleston, W. Va.	155 Summers St.
Chicago, Ill.	12th & Wabash			Memphis, Tenn.	525 N. Main St.
Boston, Mass.	69 Park Square			New Orleans, La.	400 N. Rampart St.
Minneapolis, Minn.	600 Sixth Ave., N.	Ft. Worth, Tex.	1403 New York Ave. N. W.	Lexington, Ky.	401 N. Limestone
		St. Louis, Mo.	905 Commerce St.	Windsor, Ont.	403 Ouellette Ave.



—for your free copy of "This Amazing America"

One of the most fascinating little booklets published is called "This Amazing America"—with 140 pictures and words of a strange, unbelieved things and places on this continent. To get your free copy, mail this coupon to nearest Information Office listed above.

Name _____

Address _____

MODERN LIVING



Cowgirl

Dude girls of the West are taking to nifty riding clothes with fancy skirts and pants

On a 10,000-acre ranch in Wyoming, a clothes-loving youngster named Marge Riley liked to wear fringed suede jackets, brightly colored chaps, knee-length split skirts while she rode the ponies. When she grew up she still wanted pretty, feminine riding clothes. Dissatisfied with what she could buy, she decided to design and make her own. Rich ranchers' daughters in Wyoming liked her clothes so well that she went into business. Four years ago she opened a shop in Los Angeles. Now she has a branch in Palm Springs, supplies Bullock's-Wilshire, L. Magnun and Desmond's with their dullest cowgirl outfits.

Typical of the fancy trend in ranch clothes which dudes are wearing in the West are the outfits shown on these and pages following. Many of them have divided skirts which are long enough to cover the knees where they rub against the saddle, thus preventing chafing. These are favored for short rides, parades, rodeos and for evening dinner wear. Most common garb for long rides consists of simple blue jeans, chaps, plaid shirt and knotted kerchief, but even the least dressy girls wear big, round hats and fancy cowgirl boots.

Outfit pictured below is worn by Jimmy Rogers, expert rider and recent queen of Palm Springs' circus week. On page opposite, Model Jinx Faulkenberg wears a brown-suede divided skirt (\$45) and bolero (\$13.95). This is made by Fashion Sportswear Inc. Ranch clothes on this and next page are by Marge Riley.



Fringed suede decorates this split skirt and matching bolero of green suede. Jimmy's horse has a silver-trimmed bridle and saddle. These cost from \$500 to \$2,000.

CONTINUED ON NEXT PAGE



A Flavor THAT SAYS "KENTUCKY'S FINEST BOURBON"

NOW **4** YEARS OLD

With a mellowness, a smoothness unmatched through the years, GLENMORE (Silver Label) now comes to you as an older whiskey, a greater value. Advanced to bonding age, it is still being bottled at 90 proof for mildness.

From the distillery with more than a million barrels experience.

Capr. 1946
Glenmore Distilleries Co.,
Incorporated



*Pour
Glenmore
... you get more*

**NO INCREASE
IN PRICE**

• OTHER GLENMORE PRODUCTS •



IS YOUR "SMOKE TASTE" TIRED?



In between
the others...



SMOKE A KOOL

1. It gives your throat a welcome change.
2. The mild menthol is definitely refreshing.
3. You'll enjoy all your smoking more.

P. S. KOOLS are so much easier on your throat, lots of folks smoke 'em all the time.

TUNE IN — Ford Sullivan
Reviews the News—CBS
—every night except Sat.



UNION
MADE

VALUABLE COUPON ON EACH PACK...FOUR EXTRA IN CARTONS

Good in the United States for dozens of luxury premiums like these



Bifold and Key-Case of Pigskin. Black or dark brown 175 coupons



FREE. Write for illustrated new edition B & W premium booklet, No. 17. Address the Brown & Williamson Tobacco Corporation, Box 599, Louisville, Kentucky.



Coffee Table. Fine inlaid mahogany and walnut top; 14 1/2" x 26 1/2". 450 coupons.

B & W COUPONS ALSO PACKED IN RALEIGH & VICEROY CIGARETTES & BIG BEN SMOKING TOBACCO

Cowgirl (continued)



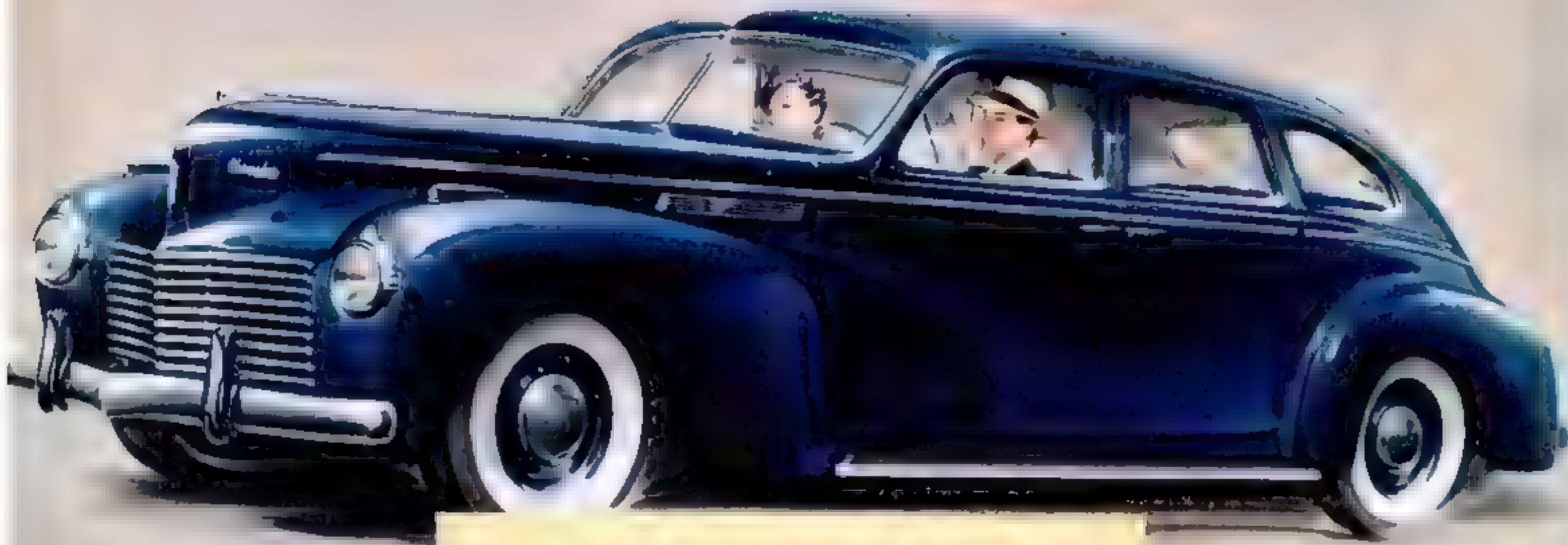
Scrolls and fringes of white suede are appliquéd onto this black-suede outfit, also consisting of divided skirt (\$85) and bolero (\$10.05). Note the fancy studded belt.



Frontier pants are skin tight. They are made of light-blue suede with white lacing at the sides. The matching wide belt has white front lacing. The pants cost \$32.50.

CONTINUED ON PAGE 31

Be Modern BUY CHRYSLER!



WHY SHIFT GEAR?

You have the fun . . . Fluid Drive does the work . . . easier, smoother, better. You merely touch the throttle to go . . . touch the brake to stop. So why shift gears . . . or have them shifted for you? Simple as A B C. One fan-like wheel drives another by forcing oil against it. Literally as smooth as oil. No noise, no grabbing. See your Chrysler dealer and try Fluid Drive. Standard equipment on the Crown Imperial. Only \$38 extra on Traveler, Saratoga and New Yorker models.



ONLY
\$38
EXTRA



FLUID DRIVE

MIRACLE HAPPENS HERE!

Easy-Entry Doors! Chrysler's new

bodies have Easy-Entry rear doors with no "dog-leg" cutaway for the rear fender housing. Easy to get in and out. No tripping . . . no soiling of clothes. Insure greater safety, comfort and convenience.



Airfoam Cushions! A new kind

of soft, resilient, "breathing" cushion, constantly ventilated through its millions of inter-connected air cells. Responds to every change of position and is always perfectly form-fitting. Never mats down nor gets lumpy. A revelation in all-day riding comfort.



Big Luggage Space! Enormous luggage locker, easily accessible and flooded with light from tail lamps at night. Spare tire mounted vertically and may be inflated without removing luggage.



Plastic Enamel Finish! Another big Chrysler advancement . . . a lustrous plastic enamel finish that actually improves with age. Not an air-dried lacquer, but heat-treated enamel of enduring beauty that's easier to clean and care for.



Two Tone Upholstery!

A Chrysler style innovation available on several models . . . two contrasting or harmonizing color tones . . . blue, green, brown or maroon. Other rich upholstery combinations on other models.



Scientific Weight Distribution! A real floating ride, because you're cradled at the center of balance, which is the center of comfort. All weight is scientifically distributed for superlative riding comfort front and rear.



Floating Power! Only Chrysler has Floating Power, which kills vibration at the source. Engine is supported at the center of balance and insulated from the frame by live rubber, for cushioned silence.



Included 6-passenger New Yorker Sedan \$1360*

Tin Coated Pistons!

Extraordinary freedom from wear, scuffing and scoring is given to Chrysler's Superfinished pistons, by coating them with pure tin. This protection is very valuable during the breaking-in period and in cold starting.



Superfinish!

Doubles engine life! Gives engine and chassis parts a mirror smoothness, with surface accuracy as fine as one-millionth of an inch! No roughness to break lubricating film and cause friction and wear. Insures smooth, quiet operation.



Aero-type Shock Absorbers! Another important factor in Chrysler's Floating Ride. Big double-acting Aero-type shock absorbers control upward and downward movements, front and rear. Direct acting, with no arms nor levers to wear, work loose or break off.



* Tune in Major Bowes, C.B.S., Every Thurs., 9 to 10 P.M., E.D.S.T.

CHRYSLER ROYAL, \$895 for the Coupe, and up • **CHRYSLER WINDSOR**, \$935 for the Coupe, and up • **CHRYSLER TRAVELER**, \$1095 for the Coupe, and up • **CHRYSLER NEW YORKER**, \$1175 for the Coupe, and up • **CHRYSLER SARATOGA**, \$1375 for the 6-Passenger Sedan, and up • **CHRYSLER CROWN IMPERIAL**, \$2245 for the 6-Passenger Sedan, and up.

* All Prices Delivered in Detroit, Federal Tax included. Transportation, State and Local taxes, if any, extra. Dual Horns and Cigar lighter additional on ROYAL and WINDSOR models.

ONLY A FEW OF THE MANY MODERN FEATURES YOU GET IN A CHRYSLER!

*A Brand New Bonnet
with a Blue Ribbon on it!*



Pabst
BLUE RIBBON
Beer



By Request . . .

*The Silk Blue Ribbon once again
graces the Pabst bottle*

- Like the grand old song everyone remembers, are the fond recollections of the silk Blue Ribbon on the famous Pabst bottle. And now, by popular request, the actual ribbon is back. Once more it graces the famous Pabst Blue Ribbon bottle. It's the Badge of Quality that says you really know beer . . . a sign of Good Taste at your table...and more satisfying refreshment for you! Remember — in beer there's *only one* Blue Ribbon Brand.

Copyright 1946, Pabst Sales Company, Chicago

NOW AVAILABLE FROM COAST TO COAST

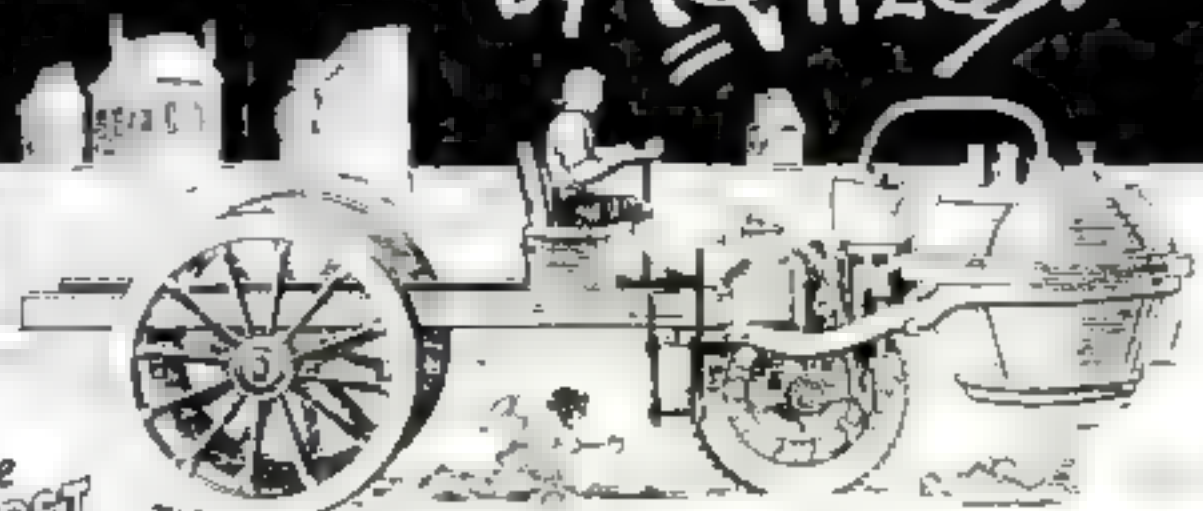


For rough ranch life denim frontier pants, which are similar to but tighter than blue jeans, and cotton shirts are most used. Holster is put on for decoration only.

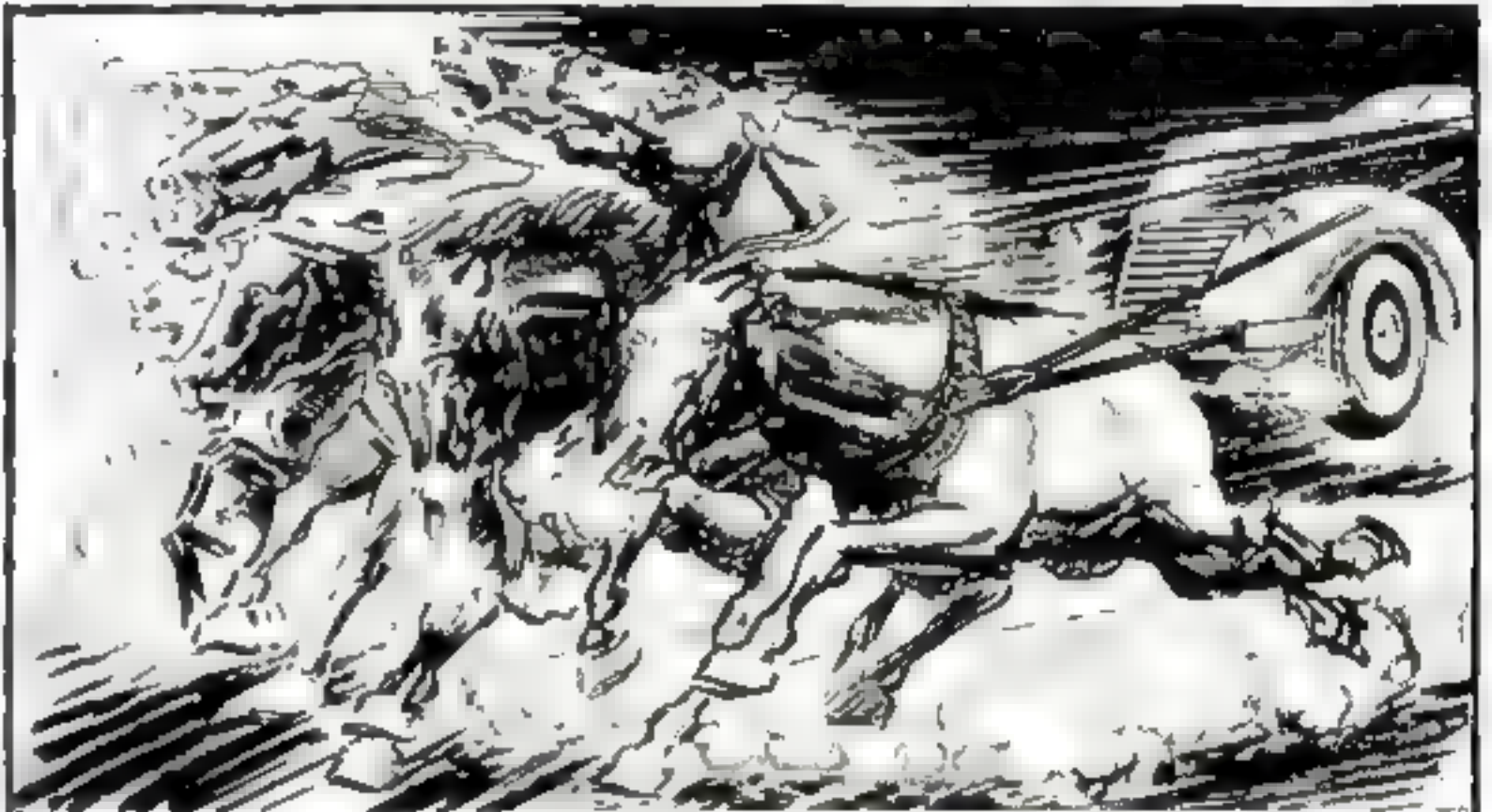
Believe It or Not!

U.S. PATENT OFFICE

by RIPLEY



The **FIRST** SELF-PROPELLED "HORSELESS CARRIAGE" WAS BUILT BEFORE THE AMERICAN REVOLUTIONARY WAR! IN 1770 A FRENCHMAN NAMED NICHOLAS CUGNOT BUILT A STEAM-POWERED MACHINE TO HAUL CANNON—THUS BECOMING THE FATHER OF TODAY'S AUTOMOBILE!



ACTUAL HIGHWAY TESTS PROVE THAT

**RING-FREE WILL ADD
3 TO 18* MORE HORSEPOWER!**

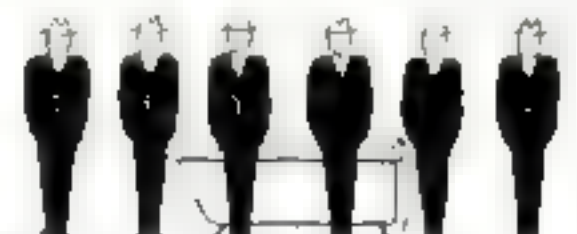
*IN 1126 CERTIFIED TESTS RING-FREE DELIVERED 3 TO 18 MORE HORSEPOWER THAN ANY OTHER MOTOR OIL. THE AVERAGE INCREASE WAS 9.4 HORSEPOWER.

1 AUTO FOR EVERY 4 PERSONS



THERE ARE MORE AUTOS THAN BATHTUBS IN THE U.S.!

1 BATHTUB FOR EVERY 6 PERSONS



Countless tests in every make, every age, of car all prove the same thing: Ring-Free reduces friction better and faster!

That's the nub and the net of the whole thing. That's why Ring-Free delivers extra power to the rear wheels. That's why Ring-Free gives extra miles per gallon of gas. That's why Ring-Free cuts wear and repair in half. And... Believe It or Not!...

Ring-Free does something more: it actually REMOVES CARBON while it does this thorough lubricating job. If you have never tried a fill of Ring-Free you will be amazed at the immediate difference a motor oil can make in the performance of your car.

Ask for Macmillan Ring-Free Motor Oil at your service station, garage or car dealer. If he hasn't got it, he can get it for you.



35¢

A QUART IN U.S.A.



The Thrifty Lubricant

Copyright 1940 by Macmillan Petroleum Corp.

MACMILLAN PETROLEUM CORPORATION
50 W. 50TH STREET, NEW YORK • 624 S. MICHIGAN AVENUE, CHICAGO • 530 W. 6TH STREET, LOS ANGELES

WASHINGTON "MERRY-GO-ROUND" FULL OF HEADACHES



**SAYS DREW
PEARSON**

"Merry-Go-Round" Columnist

**BROMO-SELTZER
DOES MORE FOR
ME THAN ANY OTHER
HEADACHE REMEDY
I KNOW**

Drew Pearson, who (with Bob Allen) astounds millions with daily inside stories of Washington, leads a tense, busy life. "When headaches come," says Pearson, "I drop in at the nearest drugstore for Bromo-Seltzer!"



In the Senate Press Gallery, (right) Pearson follows national news events. His "beat" covers embassies, State Department, too. "I can't drag around with a headache," he adds. "Besides relieving the pain, Bromo-Seltzer helps my nerves and stomach."



Why BROMO-SELTZER does more for you than a simple pain reliever can

If you get headaches often—if they persist—see your doctor. But for ordinary headaches (these may be NERVOUS or DIGESTIVE) Bromo-Seltzer does more than simple pain relievers:

1. EASES PAIN—quickly and pleasantly
2. CALMS NERVES—relaxes the strain
3. SETTLES STOMACH—relieves nausea

For over 50 years millions have taken Bromo-Seltzer! Follow directions on label. At all drugstores, soda fountains. Keep it at home!



BROMO-SELTZER Liked more because it
does more for headache

MODERN LIVING



Nacora, Tex., is the oldest boot manufacturing center in the State. Here is a scene in a typical shoe store. Other Texas boot towns are Fort Worth and San Antonio.

BOOTS, BOOTS, BOOTS TRAMP DOWN THE STREETS OF TEXAS TOWNS

Boots are all things to all men in the uninhabited State of Texas. Comfort, necessity, sentiment, caste and sheer devilry are some of the motives that prompt Texans to wear boots. Whatever the reasons, more men in boots are now tramping the streets of San Antonio, Fort Worth, Houston and dressy Dallas than ever before. They are custom-made and machine-made. They cost from \$7.50 to \$75. They are low and high. But all of them have that distinctive Texan look which comes from the stitchings, the inlays, the fancy grained leathers, the pointed toes, the high sloping heels.

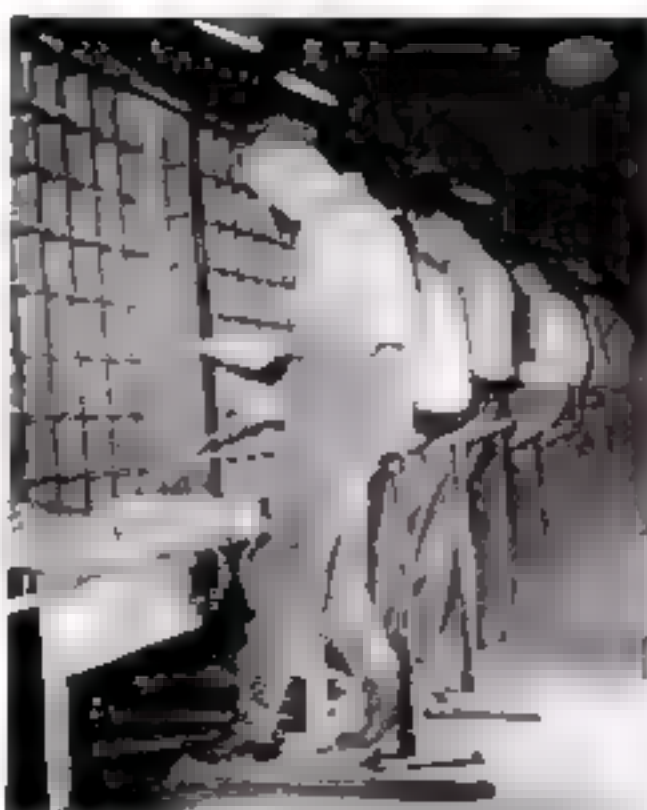
On this page are pictures of four men in city pursuits who wear boots. On page 54 are shown some of the most popular types worn.



DALLAS COLLEGE BOYS WEAR THEM



UNDERTAKER AKERS WORKS IN THEM



POSTAL CLERK RUSSI HATES SHOES



HOTEL MAN WHITE AFFECTS THEM

CONTINUED ON PAGE 54



A few simple precautions saved \$\$\$\$\$\$

THE service that the White Fireman* renders to "North America" policyholders is two-fold . . . to help make their property safer against fire and, by so doing, to achieve for them lower fire insurance ratings and reduced insurance costs.

For instance, the White Fireman was asked by a North America Agent to inspect a small manufacturing plant. There was considerable oil drippage about the floors, which apparently was unavoidable, but the use of sawdust as an oil absorbent was both unnecessary and hazardous. It multiplied the danger of fire. The White Fireman urged the use of sand for this purpose, and also recommended the installation of waste cans and the re-location of a metal flue pipe.

By adopting these simple precautions, the policyholder received a lower fire insurance rate which reduced his insurance costs by 33%.

*THE WHITE FIREMAN symbolizes the loss-prevention engineering service maintained by this Company to the advantage of policyholders. It is available through any North America Agent or your insurance broker.

North America Agents may be found in the Classified Telephone Directories under the name and identifying "Eagle" emblem of . . .



Insurance Company of North America

PHILADELPHIA



This oldest American fire and marine insurance company and its affiliated companies write practically every form of insurance except life. FOUNDED 1792 - LOSSES PAID: \$444,000,000

*Just between you and your dress**



Silhouette LELONG Sheaths**

BY LA RESISTA

● Unmistakably 1940! Unmistakably new! Silhouette Lelong Sheaths mould your figure with fluid ease into the elongated youthful form—an imperative foundation for today's styles.

"Can any ONE garment act as girdle, brassiere and slip for me?"

Emphatically YES. The Lastex side sections of this new garment give you the control of a girdle—the fitted lace bust line is your brassiere—and the long flowing panels of Celanese Rayon Taffeta serve as your slip. It's truly a one-for-all foundation. Experience for yourself the sleek cool comfortable control of this Sheath.

NUDE • WHITE • BLACK

Day and evening models as illustrated. Also a waist-to-knee and waist-to-ankle model.

At better stores everywhere

A TRY-ON IS WORTH A THOUSAND WORDS*

Agrée Lucien Lelong—Paris

LA RESISTA CORSET COMPANY, BRIDGEPORT, CONN.

*Reg. U.S. Pat. Off.

**Pat. U.S.A. and Foreign Countries

Texas Boots (continued)



Old-timer boot with colored silk stitching popular with older men costs \$28.



Rodeo cowboys like elaborate inlays with tricky color combinations at \$50.



Rich oilmen and ranchers pay up to \$75 for two-toned alligator boots like this.



Dress boot 16 in. high, neatly tailored, has been stylish for 60 years. Cost: \$26.



Dude ranchers prefer butterflies, birds and flowers applied in bright colors. \$50.



Conservative in style is this low 10-in. boot, preferred by businessmen. \$22.50.



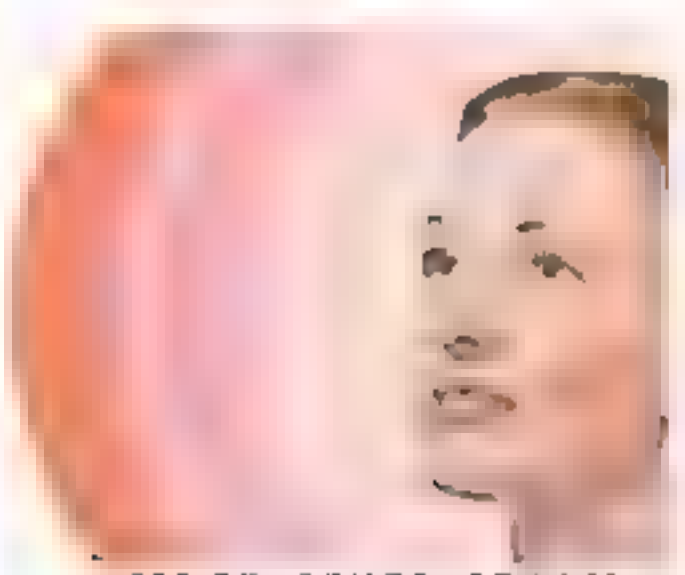
College boys like fancy wing-tipped models with underlay of flowers. Cost: \$75.



Policemen wear these boot-style shoes, also popular for riding in summer. \$12.



Beauty... born in a Cyclone



LIPSTICK ROUGE - POWDER

THE COMPLETE "AIR-SPUN" MAKE-UP

Get the utmost flattery from your "Air-Spun" Face Powder! Use the complete "Air-Spun" Make-up! Coty carefully co-ordinates the colors in "Air-Spun" Powder with those of "Air-Spun" Rouge and Sub-Deb Lipstick. Textures, too, are balanced for silky blending. The complete "Air-Spun" Make-up brings your whole face into lovely harmony!



"SUB-DEB" LIPSTICK \$1.00
Also available at 50¢

"AIR-SPUN" ROUGE 50¢

FRAGRANCE GUIDE

Choose "Air-Spun" Powder \$1.00 in the Coty, when the "Air-Spun" you must find fragrance has its own individual box to identify the perfume.

Dip your fingers in "Air-Spun" Face Powder...it feels as if you had dipped your hand in a cloud! Smooth "Air-Spun" on your face...the texture seems to melt onto your skin...new, fresher coloring blooms in your complexion. These flatteries were born in racing streams of air! Coty creates powerful "cyclones" to buff texture, blend shades to new delicacy. Only one powder in all the world is made this dramatic way! Try it!

"Air-Spun" COTY FACE POWDER



“Another Swell



The famous Flying Red Horse stands for pick-up,
pep, power—and all other good gasoline qualities. You get
“Balanced Performance” with Mobilgas—“Balanced
Protection” with Mobiloil. Stop for both...today!

horse in Traffic!"



TAKE THIS TRAFFIC COP's intelligent advice—he knows a good horse when he sees one. *Stop* at the "Red Horse Sign" if you want a nimble, quick-starting car in traffic.

Mobilgas doesn't sacrifice *one* good quality for *another*. Instead, it blends *all* good qualities together. It ignites instantly...burns evenly...sends full, smooth power to *every* cylinder *every* time!

That's why you get flashing starts; surging getaway; smooth cruising; long, low-cost mileage...in traffic and everywhere else!

Isn't that the "Balanced Performance" you want? *Fill up today!*

SOCONY-VACUUM OIL COMPANY, INCORPORATED
AND AFFILIATES—Magnolia Petroleum Co.—General Petroleum Corp. of Calif

8 REASONS WHY MOBILGAS GIVES

Balanced Performance

1. Quick starts at all atmospheric temperatures.
2. Fast warm-up—flashing acceleration immediately after starting.
3. Freedom from vapor-lock—no stalling, no "cutting-out" when accelerating.
4. High anti-knock properties.
5. Minimum dilution of crankcase oil.
6. Cleanliness—freedom from dangerous gum-forming and power-clogging elements.
7. Full, smooth power for hills, highways, traffic.
8. Economy of operation every mile.

Where would you *begin*
your planning to give
a room the warm
dignity of this one?



"Color is the key to the mood of a room!" say prominent decorators. "Do you want fresh simplicity for a bedroom? Dignified formality for a dining room? A rumpus room? You must say it with color! And her cue," they tell us emphatically, "is the color of your floor. Ever since Nairn broadened the color range of inlaid linoleums so enormously" they explain, "decorators have started planning with striking floors!" You can use Nairn Floor as a rich background for fabric hangings. Or leave it uncovered, as a dramatic sweep of color! Or combine two or more patterns in a way that "plays up" a fireplace, a book-niche, or a furniture grouping! If you have any decorating in mind, see the amazing array of colors and designs Nairn Linoleums offer immediately!



NOW! A DOUBLE-DUTY FLOOR! A design of interlocking pieces sets the rich-toned Nairn Floor's "Maltogany" (1104) forms a fluttering frame for the rug. In summer, when the rug's in storage, the Nairn Floor is an effective decoration in itself! You can easily plan Nairn Personalized* Floors for your rooms at little extra cost! There are many ready-cut, inexpensive insets, borders and feature strips. Like the White and Crimson ones used here, to choose from. (The walls in this dining room are wall-to-wall Nairn Wall Linoleum, "Parchment" 2773.) *Trademark Registered

A GREAT NEW DEVELOPMENT! Nairn's unique adhesive back—applied at the factory—insures an extra-strong installation, at no extra cost! Laid direct to the underfloor, Nairn Adhesive Linoleum stays satin-smooth for years! And that means your floor stays easy to clean and rich in beauty! (A touch of Nairn Self-Polishing Wax now and then will keep the original soft luster fresh and bright). All over the country architects are specifying this modern inlaid linoleum for America's fine new homes. *It's the logical choice for you!*

FOR YOU—THIS NEW DECORATING BOOK! Pages of practical new decorating suggestions. Illustrated with many color photographs of actual rooms. Send 10¢ today for "Where Do Lovely Rooms Begin?" Box 53, CONGOLEUM NAIRN, INC., KENNY, NEW JERSEY.

NAIRN ADHESIVE LINOLEUM
SEALEX
TRADEMARK REGISTERED

FIRST CHOICE IN FLOORS FOR TODAY'S LOVELIEST ROOMS



OUT OF DULUTH-SUPERIOR HARBOR STEAMS A FREIGHTER, HEADING TOWARD THE SOO CANAL THROUGH SCATTERED HUMMOCKS OF ICE IN LAKE SUPERIOR

THE GREAT LAKES

THE ICE BREAKS AND THEY OPEN

In early April, ice on most of the Great Lakes had grown spongy and honeycombed. The wind was piling up great floes on the shores and in places they were jammed cake on cake. Out in Whitefish Bay and the Straits of Mackinac, Coast Guard boats were cutting slowly through the ice, measuring its extent.

When the Bay and the Straits freeze over in winter, the Soo Canal at Sault Ste. Marie is closed. And when the Soo Canal closes, the Great Lakes close. Some local traffic goes on but the bulk of the shipping, which moves eastward out of Lake Superior, stands idle.

But by mid-April, the first freighters were scheduled to go through the Soo Canal and the Midwest then would know that one of its most important harbingers of spring had arrived. The Lakes were opening. The long flatdeck freighters would begin to slip out of the winter-bound Lake ports. Soon they would be thronging through the Soo. By May 1, when the eastern lakes would be completely clear, the trade and tonnage would be sailing the Lakes in a steady stream in what may be one of the busiest Lakes years since the World War was beginning.

There are no bodies of water in the world like Lakes Superior, Huron, Michigan, Erie and Ontario. They are the Mediterranean of America, gouged

across the chest of the continent by happy geologic and glacial chance. Over their surfaces moves the greatest fresh-water commerce the world has ever seen. Lined along their shores are some of the world's greatest cities. In an eight-month year, tonnage handled at the Lakes ports is greater than the foreign trade handled in a full year by all the U. S. ports on the Atlantic, Pacific and Gulf of Mexico combined. The Lakes fleet of 850 boats is of greater tonnage than Holland's whole merchant marine.

On their blue backs, the Great Lakes literally carry the bread and iron of America. Near the western shores of Lake Superior, in huge ranges laid bare by open pit mining, are billions of tons of fine iron ore. Beyond are the inexhaustible grain fields of the western U. S. and Canada. For ore and grain, the Great Lakes provide a cheap and easy shipping route to the steel mills and the dense population of the industrial East (see map p. 62).

The Indians and the early voyagers used these routes for their fur-filled canoes. Later when bigger boats came, they had to portage to get from Huron to Superior. But in 1855, the Soo Canal was built. The canal joined Superior, which was Hiawatha's "shining Big-Sea-Water," to the rest of the Lakes. Then the real greatness of the Great Lakes began.

THE GREAT LAKES



The locks of the Soo Canal, whose full name is St. Marys Falls Canal, are blocked by ice and driftwood which pile up against the big iron gates *before* the Canal opens. Two locks at right above, each 1,350 ft. long and 80 ft. wide, are world's biggest locks constructed.



In the busy port of Buffalo, Lake steamers tie up alongside elevators to discharge grain. Here cargoes are unloaded for trans-shipment to New York down the New York State Barge Canal, whose most important link follows the historic Erie Canal





The hold of a grain ship is cavernous and unpartitioned, built for maximum capacity in stowage and stowage. The biggest of them can hold 771,000 bushels. Here, 100,000 men are stowing the last of a cargo toward unloading date.



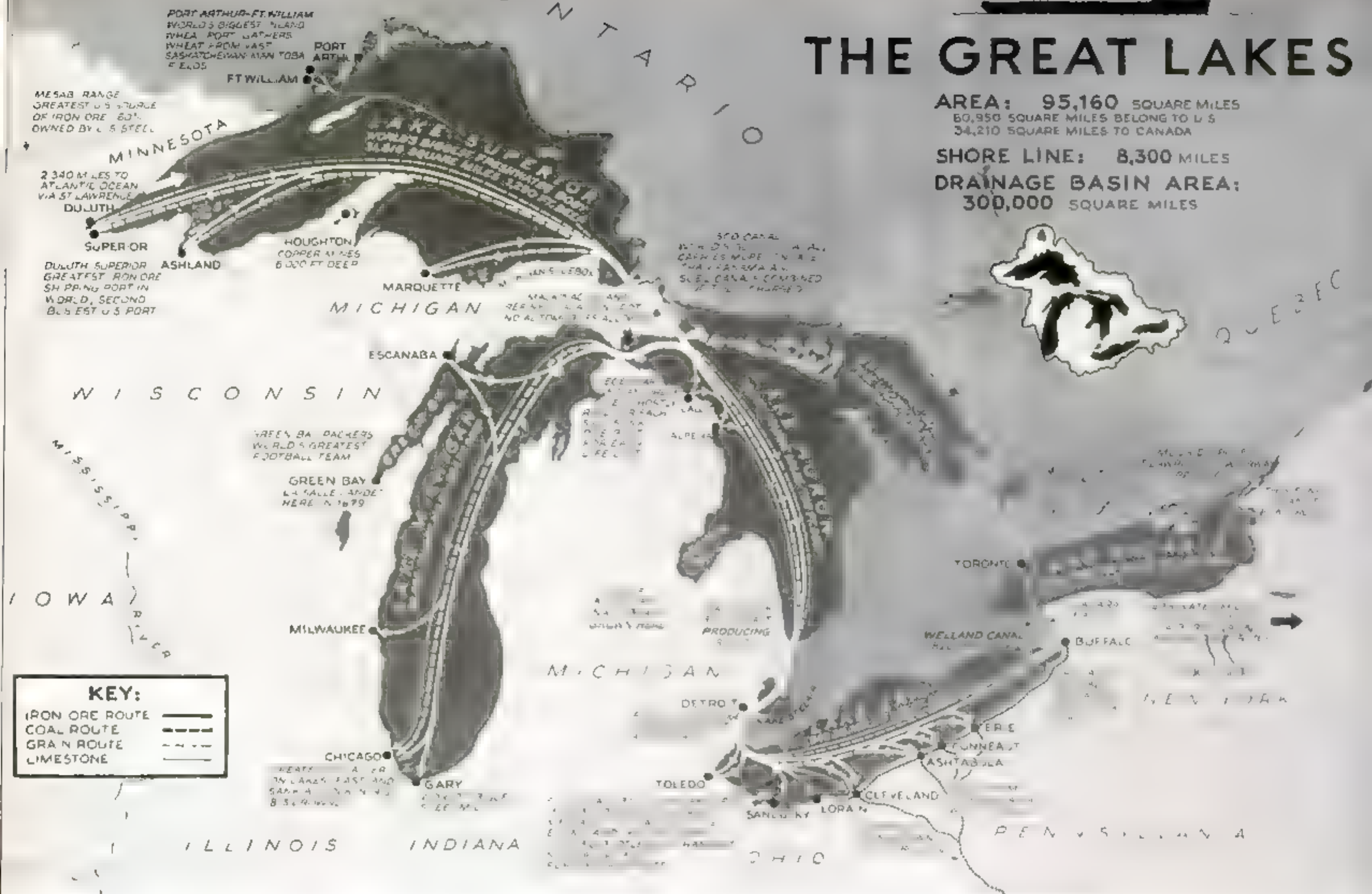
Breaking the ice on Whitefish Bay, Coast Guard cutter *General G. W. Bligh* plows through floes of ice and leaves clear water in its wake. As spring comes, the Coast Guard explores the lakes, gives reports on ice conditions, which are of highest economic importance to shippers.



(continued)

THE GREAT LAKES

AREA: 95,160 SQUARE MILES
60,950 SQUARE MILES BELONG TO U.S.
34,210 SQUARE MILES TO CANADA
SHORE LINE: 8,300 MILES
DRAINAGE BASIN AREA:
300,000 SQUARE MILES



About 90% of the Lakes' cargoes in bulk—iron ore, coal, grain, limestone, iron ore and limestone, prime ingredients for steel—move eastward from Superior and Huron, are unloaded at Gary, Detroit, the Lake Erie ports, as well as those saws. Grain also moves east to Chicago, Erie, Buffalo, Toronto. For the trip back west, the boats load up on Lake Erie with soft coal.

To handle this bulk cargo, Lakes boats are curiously constructed. Most of them have a deckhouse in the bow, the engine in the stern. In between is a long flat expanse of deck, covering a huge loft. With the help of the amazingly efficient loading docks, a 10,000-ton ore cargo can be loaded in two hours. Lakes boats are not very fast and their trips

are comparatively short. They are seldom out of sight of land and are generally near shelter in case of storms. But even ocean sailors can get good and seasick on Lake Superior.

The two paces of Lakes traffic stop at the eastern end of Lake Erie. By comparison with the other four lakes, Lake Ontario is not important. Most of the ships which move east of Erie, going around Niagara into Ontario via the Welland Canal, carry grain for Canadian ports—Toronto and Montreal. Much of it is transhipped at Montreal to regular seagoing freighters. Because of the shallowness of the St. Lawrence above Montreal, which may some day be deepened by the projected St. Lawrence waterway, only small ocean freighters move on into the Lakes.

But it's not very uncommon to see fast, big warships in traps set up at Milwaukee or Detroit.

Although the Midwest grows up around the economic importance of the Lakes, it also creates the considerable pleasures they afford. On these original waterways, there are a host of islands, almost a third of America can find a host of vacation spots where it's a swim, sports during the hot summer. Passenger traffic on the Lakes, which had been falling off for years, picked up in the last year. A vacation traveler can sail solo or almost any way part on the Lakes to almost any other. Passenger lines parallel the freight lines and the voyager can, if he wishes, load his a terrific load on a boat and have it sail over the Lakes with him.

LINED UP ALONG THE MICHIGAN LAKE FRONT AT NIGHT ARE THE BRIGHTLY LIT SKYSCRAPERS OF CHICAGO. THE WHITE BURST AT FAR RIGHT IS THE WRIGLEY BUILDING



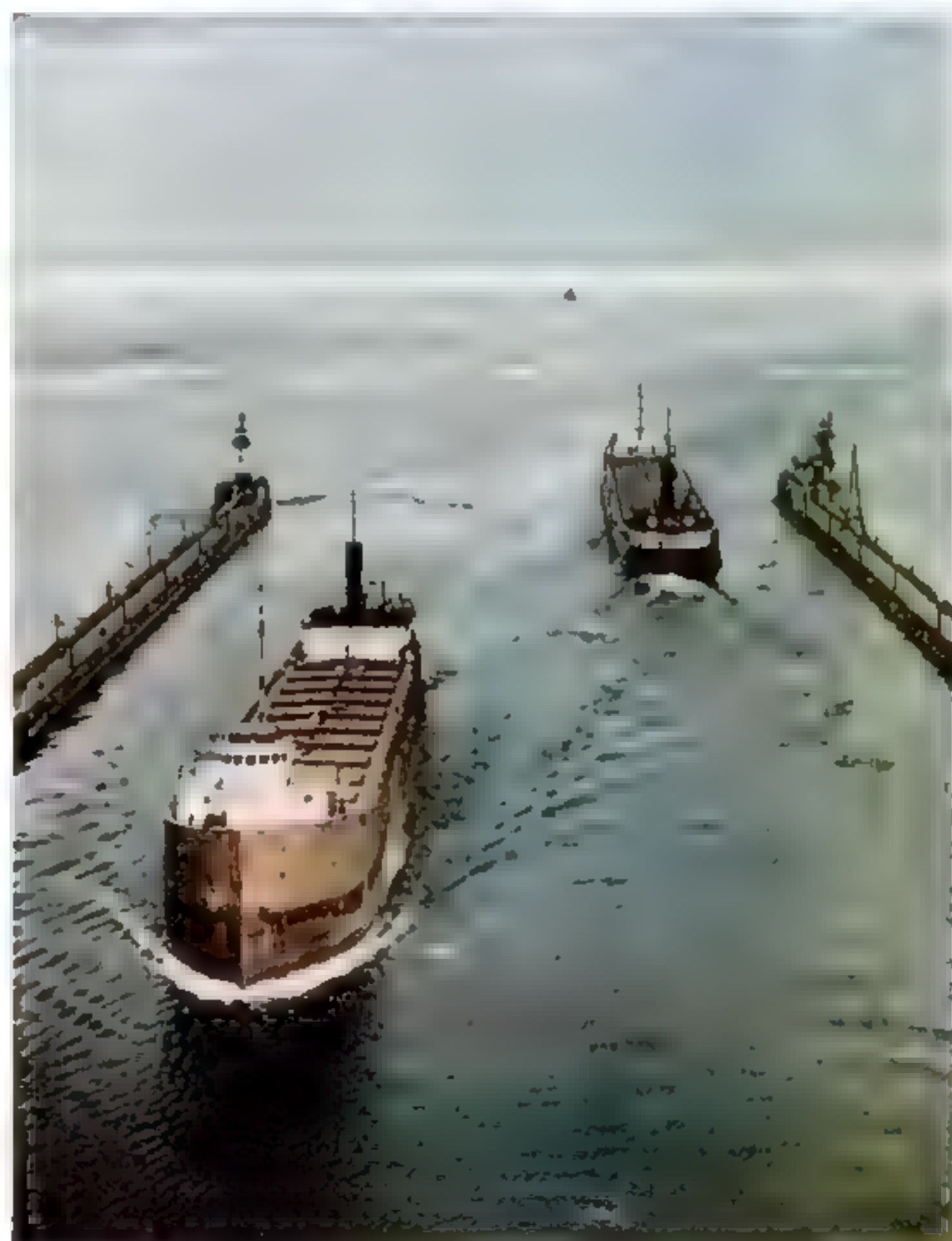


Plowing through the soft ice, the package freighter *Jack* of the "Poker Fleet" enters the Soo Canal, bound for Buffalo with a cargo of perishables stored in its refrigerated holds.

Jack belongs to the Minnesota-Atlantic Transit Co., whose ships have been dubbed the Poker Fleet because the first five of them were christened *Ace*, *King*, *Queen*, *Jack* and *Ten*.



With a deckload of new autos taken on at Detroit, a National Steel vessel enters the Soo locks bound for Duluth-Superior with cars for dealers in Minnesota and the Dakotas.



At Duluth-Superior, the freighters funnel in and out of the harbor between these two entrance piers. In background can be seen mushy ice still clogging surface of Lake Superior.

THE GREAT LAKES (continued)



At Superior, Wis., at head of the Lakes, iron ore from the great Mesabi range slides down chutes from freight cars on docks into the holds of long ore boats. This is Allouez dock.



The Soo Canal, whose full name is the St. Marys Falls Canal, is the world's busiest. Most ships use these four American locks. Few use the one Canadian lock (not shown).



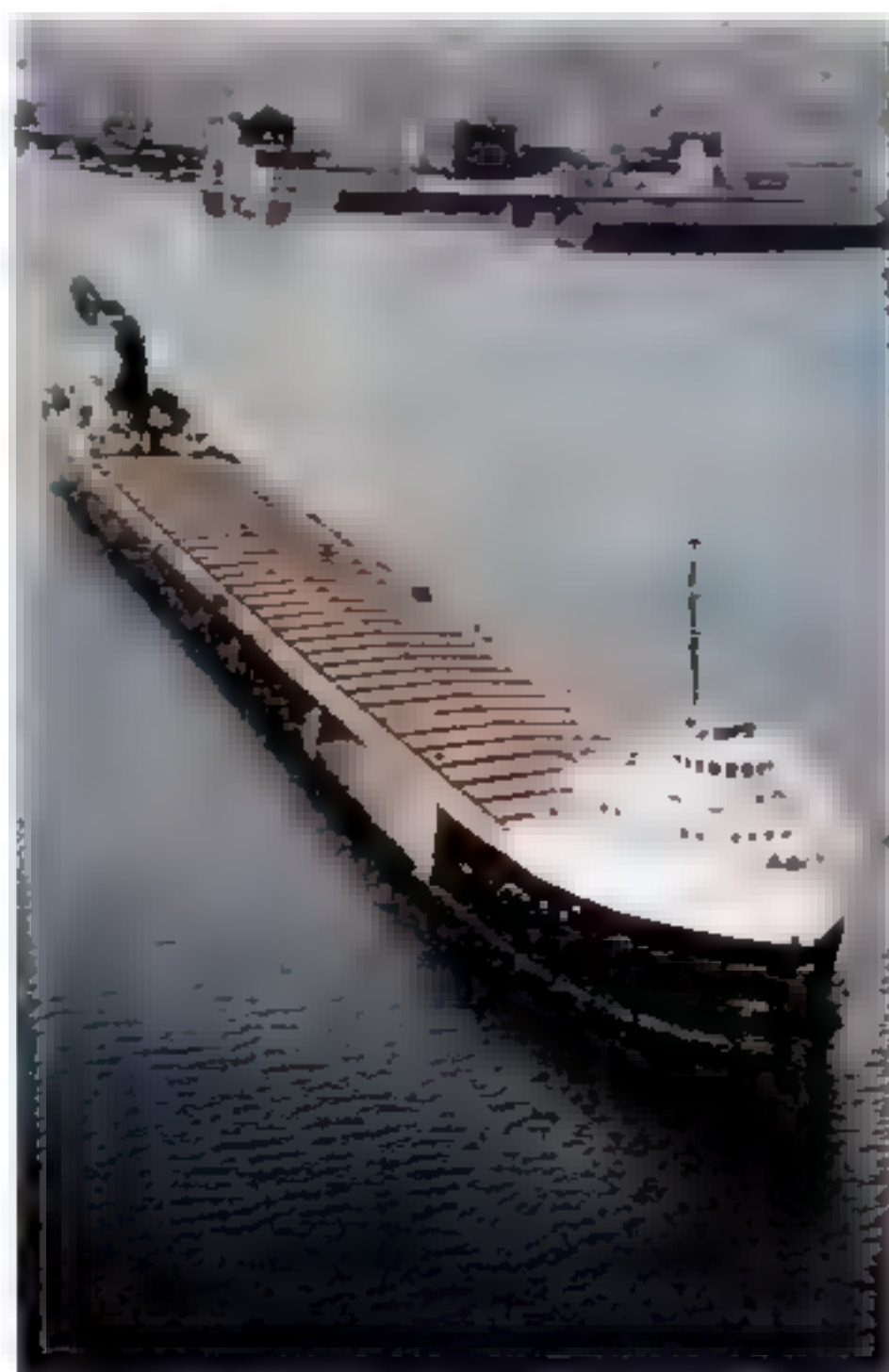
At Milwaukee, the ships of the winter fleet are tied up. Some of them have steam up, getting ready to go out for the year's first trip. Most of these ships belong to U. S. Steel.



At Detroit, the yards of the Wabash Railway stretch along the shore of the busy Detroit River, across which carfloats ferry freight and passenger trains over to Windsor, Ontario.



Limestone carriers bring their cargo from Calcite, Mich., to Gary, Ind., or Lorain, Ohio, for shipment to Pittsburgh.



Ore boat comes out of St. Louis River at Duluth bound for International Harvester Co. steel mill at South Chicago.



Package freighter of Canadian Pacific docks at Chicago. It plies between Georgian Bay, Milwaukee and Chicago.



Rose's Bar on the Milwaukee water front is a regular port of call for Lakes sailors who feel very much at home with so many pictures of Lakes boats around. Rose was brought up in the bar by her father. She charges 35¢ for beer, and 15¢ for whisky, has never sold a mixed drink in her life and wouldn't know how to make one if she were asked.

Hiring halls, called assembly rooms, fill up as the Lakes open. There are eleven halls run by the Lake Carriers' Association whose members are the big Lakes ship owners. This hall is in Duluth. Here men come, idle, until they get a berth. Many are Swedes, Norwegians and Finns from Minnesota, Michigan, Wisconsin, the Dakotas.



"NOW FOR THE BIG STRIP ACT!"

Ronnie Gleason visits Hélène Beck, dancer in the big hit show **HELLZ-A-POPPIN**, backstage at the Winter Garden, N. Y.



Hélène: Show's over—now for the strip act! Did you ever see this *professional* cleansing cream work? In a jiffy and a half, Albolene will have all this make-up off, and my skin as clean as a baby's. My face feels just grand after Albolene.

Ronnie: Thanks for the tip, darling. That sounds like just the cleansing cream I'm looking for. I think I use as much make-up as you do, even if I'm not on the stage.



Ronnie: These actresses know their stuff! Look at the way Albolene Cleansing Cream takes up stale make-up and dirt! And it gives you such a clean feeling. My skin feels soft and refreshed—not a trace of that dry, tight feeling left.



Ronnie: Like my slip? Thought I could splurge a bit, on what I'll save on creams by using Albolene. You get a whole pound for a dollar when you get the "professional" size that actresses use. And Albolene leaves your skin so soft—you save on expensive night creams.

TRY THIS
"PROFESSIONAL"
Cleansing Cream—
ALBOLENE!

Professional Lb. Tin \$1



Albolene started life as a special cream for hospital and stage use. People who want efficiency *first* don't care about frills. So Albolene was made pure and effective...and *amazingly inexpensive*. Now—women like yourself have caught on! Put your beauty money in *cleansing action*. Get Albolene (also known as Albolene Solid) at drug or department stores.
McKesson & Robbins, Bridgeport, Connecticut

THE SUEZ CANAL (continued)



At the Suez Canal, the ships' captains come ashore to go over charts, buy new ones, and to learn of any changes in the canal's traffic regulations.



In the Suez lock-control room, the lock operator looks out over the canal and operates the massive lock gates. The locks raise and lower boats to the next level.



The Suez's reporting clerk notes ships passing on tonnage register chart. Through the season, boats go through the Canal at an average of one every 20 to 25 minutes.

CONTINUED ON PAGE 68

It's a big year for us—so
your Buick dealer is making
attractive allowances on
old cars and giving big
values in new ones.



First Step Toward a Bargain!

IF you're buying a new car this year you certainly want the best you can afford.

And you certainly want a *modern* car, with all the up-to-the-minute *value* a 1940 model should have.

The simplest way to be sure of both is to look at a Buick first.

It's outstandingly the 1940 yardstick of style, ride, performance, finish and solid *money's worth.*

Smart buyers know this—sales are booming along this season at an all-time record rate.

Why not?—this great car is priced as low as \$895 *for the business coupe, delivered at Flint, Mich.

Transportation, based on rail rates, is of course extra—as are state and local taxes, if any, and any optional accessories or equipment. Prices also subject to change without notice.

So as first step toward a bargain look at a Buick *first*—it's such a great buy, chances are you won't want to look further.

Send for: What to Look for in a Demonstration—
a guide to new-car buying you can't afford to be
without. Write Buick Motor Division, Flint, Mich.

**"Best buy's
Buick!"**

EXEMPLAR OF GENERAL MOTORS VALUE

YOU'RE RIGHT—THE CONVERSATION'S ABOUT MEN



"YOU BIG PORCUPINE," I said to him.
"What's the big idea not shaving
off those bristles before coming to
see me! Then he pulled that old
gag about what two shaves a day
does to a tender skin. And I said
if he had any serious ideas about
me, he'd better get wise to that old-
fashioned skin torture he called
shaving and get himself a nice,
smooth Barbasol Face."



CONTRARY AS A MULE—guess that's
why it took me so long to get around
to Barbasol. But now that I look
at the improvement in my skin—
whether I use the razor once or
twice a day—I can understand why
they call it the quickest, easiest,
smoothest shave a man ever had.

ONE WIFE TELLS ANOTHER—"Tell your George
to try Barbasol. He'll get down to breakfast before
the eggs are cold, and his face will be easier to
live with." (Your druggist has Barbasol in three
sizes, 25¢, 50¢, 75¢. Five Barbasol Blades, 15¢.)



For modern shaving—
No Brush—No Lather—No Rub-in

THE GREAT LAKES (continued)



The marine post office at Detroit is the only one of its kind in the U. S. It is on the good ship, *O.F. Mook*, which plies the busy Detroit River, serving ships as they pass.



The postmen are John H. Riggs and Lowell Mackenzie, who keep a chart of the boats as they come and go on the river. Riggs's son, Frank, is captain of the *O.F. Mook*.



Mail is delivered in a bucket hoisted to the deck of passing ship. The marine post office is kept very busy. It handled more than a million pieces of mail last year.

Every house needs
Westinghouse



FREE!
\$23,000.00
IN ELECTRICAL PRIZES
Westinghouse
"ADVISE-A-BRIDE" CONTESTS

70 PRIZES EACH WEEK FOR 5 WEEKS!

20 FIRST PRIZES: Weekly
10 Westinghouse "Aristocrat 6" Refrigerators
10 Westinghouse "Commander" Ranges

50 SECOND PRIZES: Weekly
50 Westinghouse "Streamline" Automatic Irons

IT'S FUN!

IT'S EASY!

Just choose the First Prize you would like to win and finish one of these letters in 25 to 100 words:

Letter No. 1 (for Refrigerator First Prizes.) Dear Westinghouse Bride: "You should have a Westinghouse Refrigerator because..."

Letter No. 2 (for Range First Prizes.) Dear Westinghouse Bride: "You should have a Westinghouse Range because..."

Weekly Contests close April 25, May 2, May 9, May 16, and May 23, 1940

WIN THIS PRIZE...
MORE VALUABLE THAN MONEY!

Your foods need five kinds of cold for healthful, flavor-guarding protection: zero (no humidity) for frozen foods and desserts; above-freezing (high humidity) for fresh fruits and vegetables; and three other special conditions for meats, beverages and other foods. Only the Westinghouse Refrigerator with Tru-Zone Cold maintains all five automatically. Buy meats the thrifty way, in quantities; the Westinghouse Meat-Keeper assures perfect storage. Save on other foods, too. They taste better, keep longer. A Westinghouse brings lasting economies. Check its features, its low operating cost, its beauty, convenience and cleanliness. You'll agree—IT IS A PRIZE, whether you win it or buy it!

WESTINGHOUSE ELECTRIC & MFG. CO., DEPT. 64, MANSFIELD, O.



EXCLUSIVE!

TRUE-TEMP CONTROL
makes TRU-ZONE COLD possible

...and amazing FIBERGLAS insulation is so efficient that the Westinghouse sealed-in-steel mechanism uses current only 2 hours in 12!

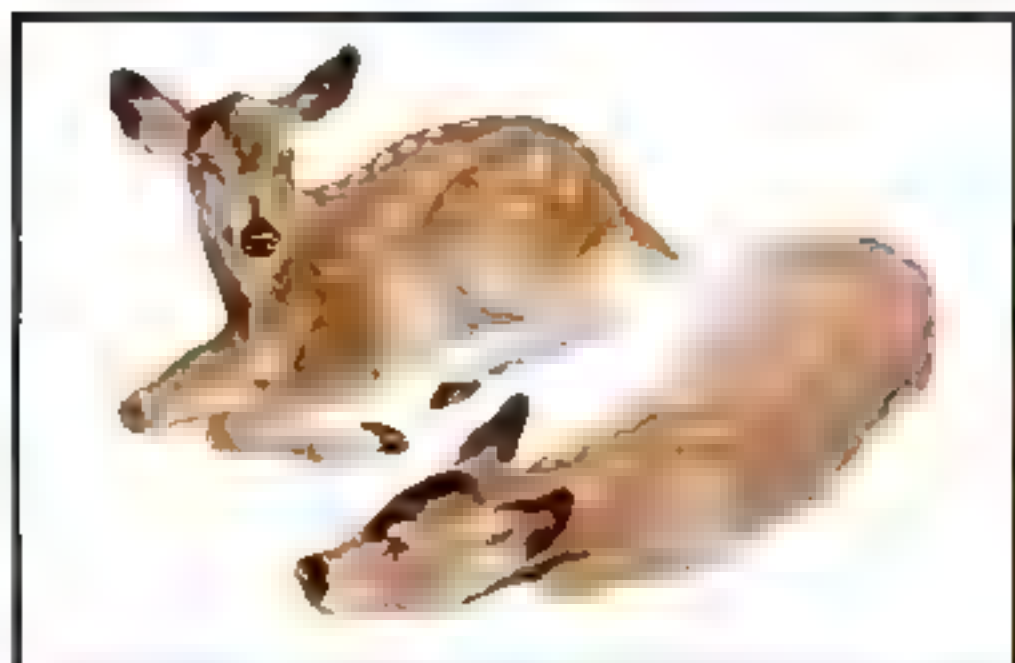
GET FREE ENTRY BLANK
AND FULL DETAILS FROM YOUR
NEAREST WESTINGHOUSE
DEALER



Westinghouse Refrigerators

Tune in "Musical Americans," N.B.C. Blue Network, Thursdays, 8 p.m. E.S.T., 7 p.m. C.S.T., 9:30 p.m. M.S.T., 8:30 p.m. P.S.T.

NATURE'S PROTECTIVE BLENDING PROTECTS THE FAWN



LEFT: Were it not for Protective Blending, the fawn, gentlest of creatures, would have a hard time escaping its many enemies.

BELOW: But so perfectly does its coat blend with the forest background that it takes a very keen eye to see the young deer even at close range.



CALVERT'S PROTECTIVE BLENDING

protects the character and quality of Calvert Whiskey

MOTHER NATURE shields her wild life by Protective Blending. Calvert uses Protective Blending to insure the rich flavor and mellow smoothness of its whiskey.

Your first taste of this popular whiskey will convince you of its quality. Try Calvert next time and see what Protective Blending does...to add to your drinking enjoyment.



Milder • Smoother • Finer Flavor •
due to PROTECTIVE BLENDING

CLEAR HEADS [CLEAR-HEADED BUYERS]

CALL FOR

Calvert

BLENDED WHISKEY Calvert "Reserve": 90 Proof—65% Grain Neutral Spirits...Calvert "Special": 90 Proof—72 1/4% Grain Neutral Spirits. Copyright 1940, Calvert Distillers Corp., New York City.



"SMILE"

Richard Taylor, creator of fish-eyed girls, has done every kind of commercial art work from movie posters to underwear ads. Canadian-born, Taylor now lives in Bethel, Conn.



"WON'T SOMEBODY TAKE A CARD, ANY CARD?"

Glynn Williams, 51, draws crowds with a fine, clean line, makes every gesture and face a masterpiece. He went to Harvard, edited the *South's Companion*, lives in Boston.

FLOWERING OF AMERICAN CARTOON ART IS HAILED AT RHODE ISLAND MUSEUM

A good indication of what tickles the American funny bone is the current cartoon show at the Museum of Art at the Rhode Island School of Design in Providence. Biggest cartoon show ever held in a museum, it represents 39 of America's most famous cartoon artists, consists of more than 700 drawings and water colors. Most of them have appeared recently in newspapers and such magazines as *Esquire* and *The New Yorker*.

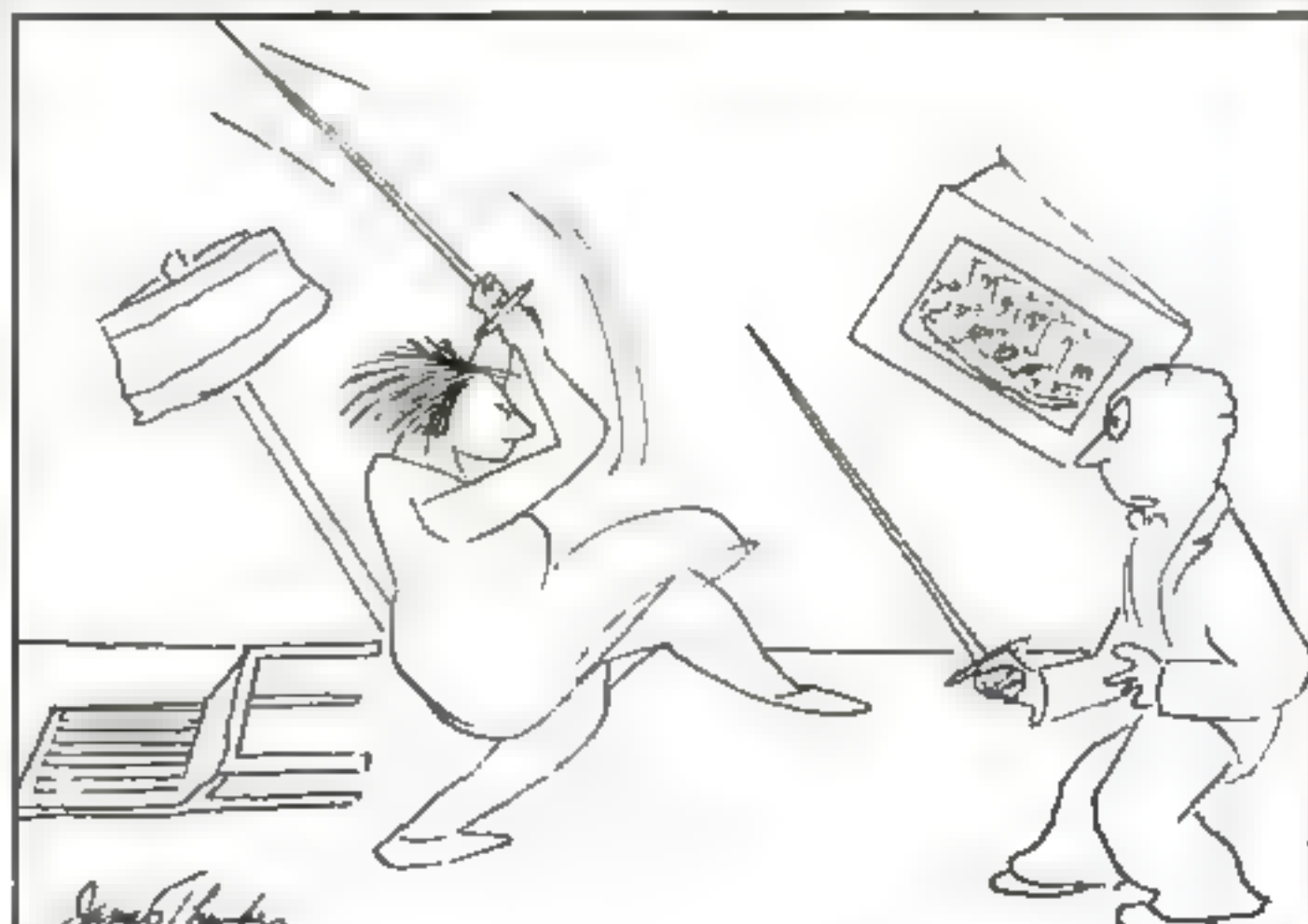
Today more than 20 million Americans look and laugh at cartoons and comic strips. They have seen them develop from oldtime illustrations for Pat-and-Mike jokes to an art form that comments, sometimes bitterly, sometimes hilariously, on the social customs of the entire nation.

Here and on the next pages, *LIFE* reprints a dozen of the most popular cartoons from the Providence show, with the cartoonist's name below each picture.



"TECHNIQUE ALONE WILL NOT SUFFICE. YOU MUST PUT IN A DASH OF YOURSELF"

Helen Hokinson copies her famous dowagers from real bridge parties and woman's club teas. She lives in Silvermine, Conn., looks somewhat like one of her own drawings.



INTERIOR WITH FIGURES OR WHY IS THIS GODDAM THING HURTING ME 507

James Thurber, 45, from Columbus, Ohio, draws endless variations on the battle of the sexes. He is on *New Yorker* staff, is co-author of current Broadway hit, *The Male Animal*.

A 3-Act Hit...



ACT 1

(Evening. Library of home.) Man, played by you, enters from left and picks up highball. It is the first time he has ever tasted Paul Jones whiskey.

MAN (half aloud): "Say-y-y! This Paul Jones sure points up a highball. It's really DRY ... not a drop of sweetness! Take a bow, old man ... I think you've got a hit on your hands."



ACT 2

(Later, same evening.) Enter Man's friend, middle-aged, well-traveled ... a connoisseur. Host offers him drink of Paul Jones. He examines color ... studiously sniffs bouquet ... and slowly sips.

GUEST (with sigh of enjoyment): "Ah-h-h-h! What whiskey, my friend ... what superb DRYNESS and zest! Paul Jones certainly gets my applause."



ACT 3

(Before dinner, several days later.) Man is serving cocktails made with Paul Jones.

FIRST GUEST: "Best Manhattan I ever tasted!"

SECOND GUEST: "Same here! Take a curtain call, old boy, and tell us the secret."

MAN: "You'll have to ask the Paul Jones people that one ... and also ask them how in the world they do it at the new low price!"



(APPLAUSE)

Paul Jones
IT'S DRY... AND WHAT A BUY!

All whiskey. A blend of straight whiskies—90 proof.
Frankfort Distilleries, Inc., Louisville & Baltimore

CARTOON SHOW



"WE BROUGHT BACK A PERFECT JEWEL
OF A MAID FROM THE WEST INDIES"

Mary Petty drew her cartoons of scrawny snobs just for fun. Her husband, a New York artist, sent them to magazines, made her famous.

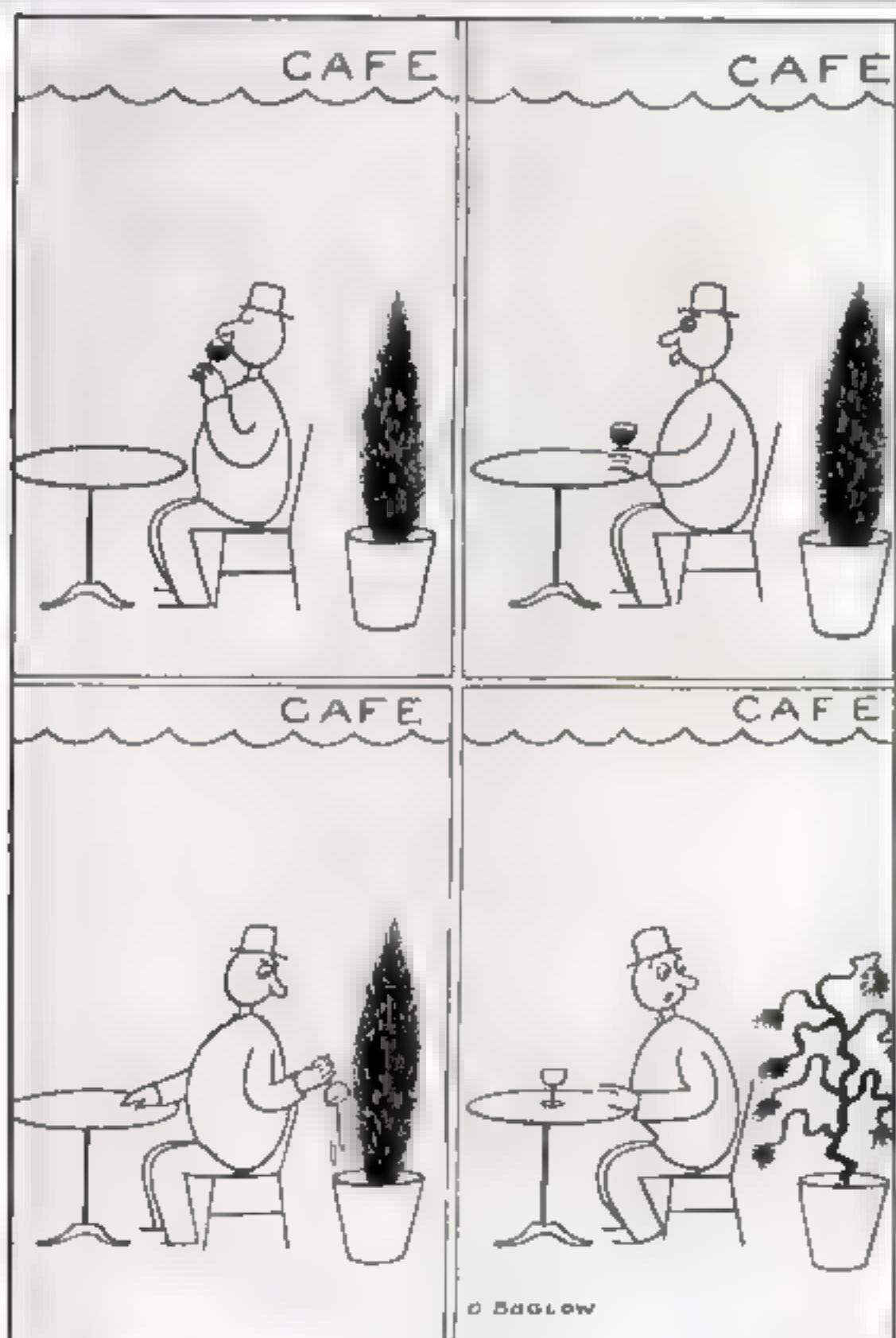


"ARMBRUSTER HERE HAS WHAT I THINK
IS A MARVELOUS SUGGESTION"

Peter Arno is a noted wag in cafe society. He set a new style in only drawn cartoons of playboys and plutocrats, made leechery ludicrous.



Charles Addams, 27, combines cartooning with serious painting. He lives in Westfield, N. J., has collected armor and been tattooed.



Otto Soglow created famous "Little King" cartoons, has illustrated 15 books. Formerly he worked as dishwasher and baby-rattle painter.

Long Life to Clothes—Thanks to the Gentle, Thorough Action of the G-E Washer



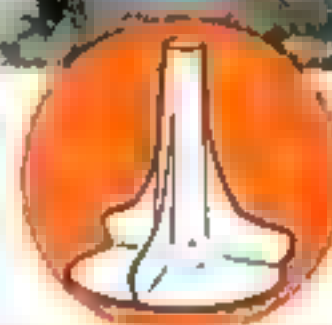
The Activator Washing Action of the G-E Washer was designed to handle clothes as you would with your own hands.

That's why all your washables last so long. It's the Activator Action that handles each piece separately, and gently soaks, gently flexes and thoroughly washes every inch of every piece. G-E Washers will wash everything in your basket—from the finest of baby's garments to the heaviest of work clothes. The new models—for all their fine mechanism, their gleaming, easy-to-clean porcelain finish—are not expensive. See them today—at your General Electric Dealer's—and ask for demonstration and details of convenient payment plan.



Gentle, Thorough Washing Action

Like your own hands, the Activator Washing Action handles each piece separately and washes each piece thoroughly.



You'll always be glad you bought a G-E

- 1 Activator Washing Action — saves your clothes.
- 2 One-Control Wringer—so easy to use.
- 3 Long Life Mechanism — only 4 moving parts.
- 4 Requires no oiling.
- 5 Easy-to-clean porcelain enamel tub.
- 6 Granodized finish—resists rust.



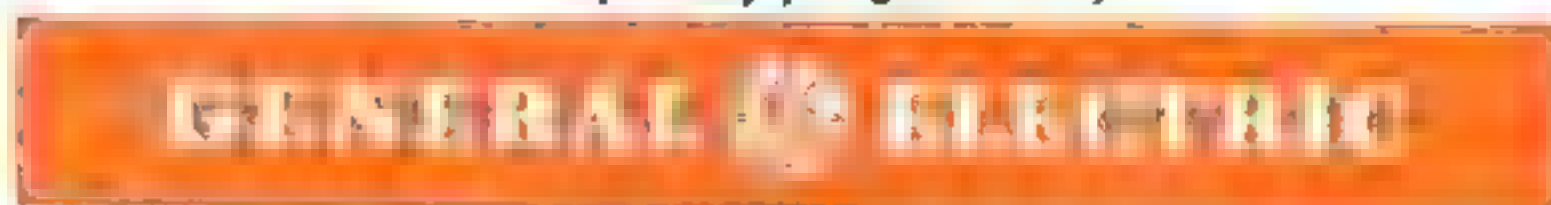
Be sure to see the One-Control Wringer—an exclusive feature on G-E Washers. One simple motion of your hand instantly starts—or stops—all wringer action.



PLAN YOUR MODERN LAUNDRY NOW

When you look at G-E Wringer-type or Spin-Basket Washers, look at the G-E Rotary-type and Flatplate Ironers and the new G-E Tumbler Dryer.

"It's easy to stay young electrically"



Hurry for the "Gone with the Wind" set!



Vivien Leigh and Clark Gable starring in "Gone with the Wind" a Fox Film International Picture. Released by Loew's Inc. Produced by David O. Selznick.

STREAK to your favorite store for one of these enchanting little sets—a nail polish kit a-sparkle with Scarlett O'Hara charm!

Book-fashioned, it adds a new note to your dressing-table—and opens to reveal *two* big bottles of Scarlett O'Hara polish shades, *plus* a bottle of Glycerated* polish remover, an orange stick and cotton.

An applause-winning little gift to carry to your hostess, or to any lucky girl! 95c at finer stores.



1 NAIL POLISH with a flower-lustre! La Cross fine polishes are famous for long wear, smooth lustre and ease of application. Choose at your manicurist's from the Scarlett O'Hara trio every one is talking about. And have them to change at home. Each, 50 cents.

2 CUES FOR CUTICLES! Keep your cuticles smooth with La Cross Cuticle Nippers—in scissors or plier form (each, \$2.75). La Cross implements are chosen by professional manicurists. American-made of finest steel.

3 NIGHT DUET—Lovely hands take a minute-manicure every night with La Cross Nail Groom and Glycerated* Cuticle Remover. These lubricate and soften, help to give your fingers the glow of good grooming. 50 and 25 cents, respectively. *Prices slightly higher in Canada*

Send 25 cents to La Cross, Dept. L-1, Newark, N. J., for a charming sample package containing Scarlett O'Hara Nail Polish, Glycerated* Polish Remover, Stazon Base Coat, orange stick, cotton. Specify one shade: Morning, Noon, Night. *Reg. U. S. Pat. Off.—No Acetone

La Cross

Better in every way
— and safe

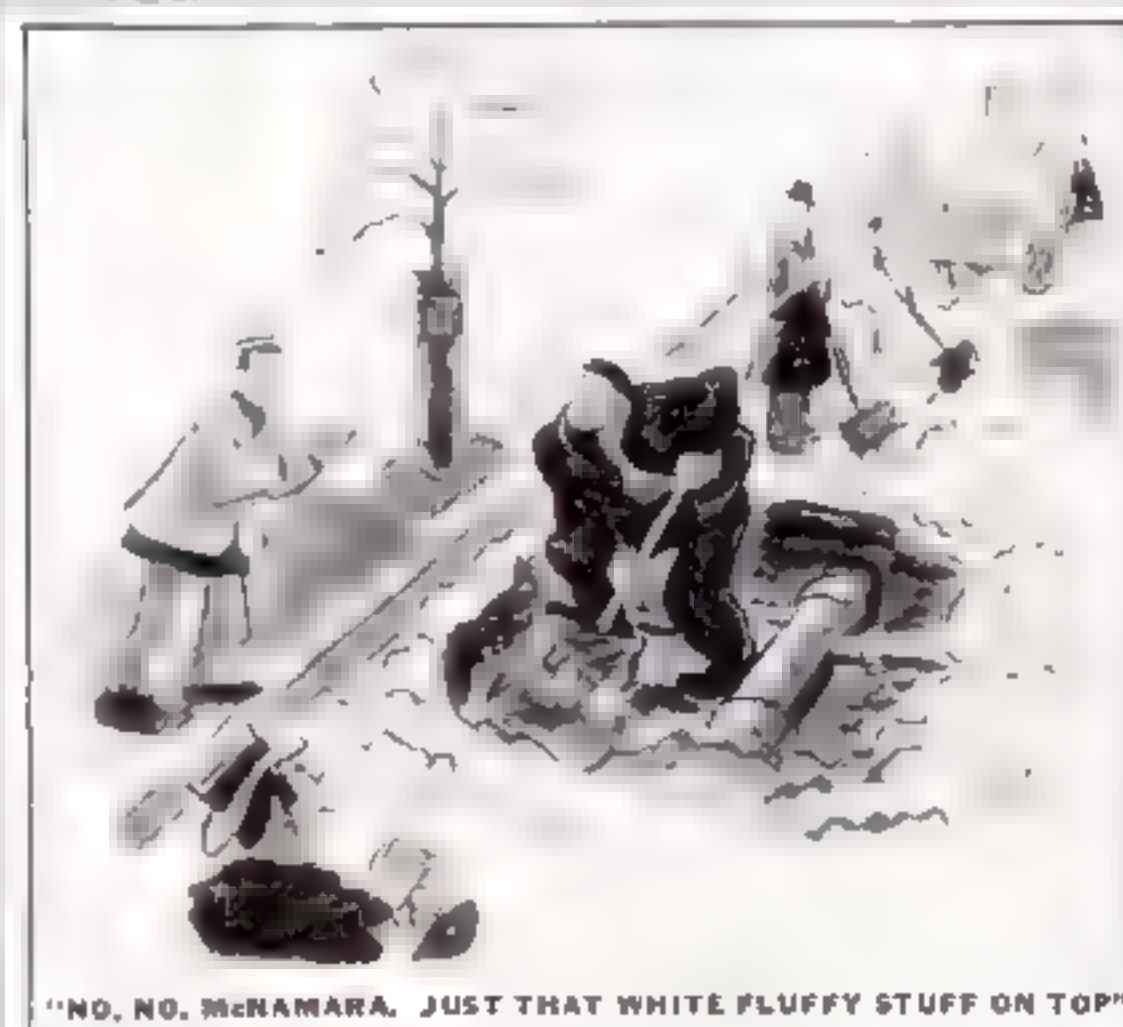
Cartoon show (continued)



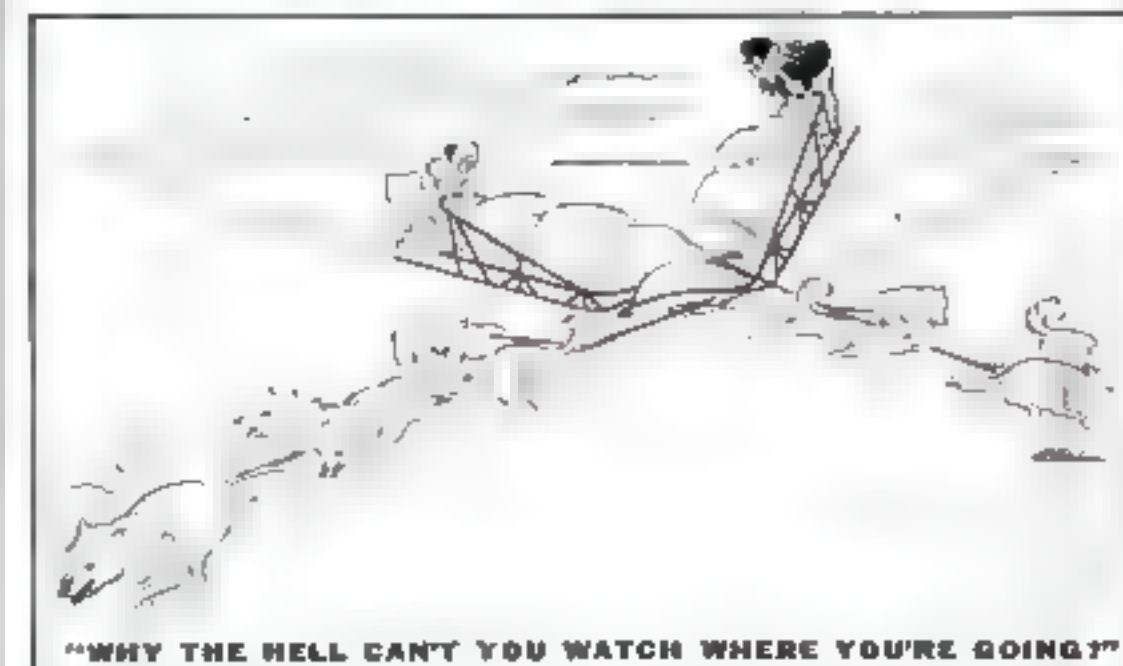
George Price, 38, was born in Coytesville, N. J., and still lives there. Price draws with a slithery line, makes no compromise with sanity.



Barbara Shermund moved from San Francisco to New York, where she lampoons peanut-brained girls dithering about clothes and men.



Robert Day from California excels at cartoons of mild workmen running amok of a machine civilization. Tull and shy, he does tap dancing.



Daniel Alain, apostle of pure nonsense, lives in New York. He was born in disputed area, has three nationalities: Swiss, German, French.



MEET THE CHAMPION!



To suit each taste, A&P offers in addition to Eight O'Clock, two other blends, rich, full-bodied Red Circle coffee, and vigorous, winery Bokar coffee.



Correct grinding for better flavor: Ask for a coarse grind for Regular Pot; medium for Percolator; fine for Drip Pot; and extra fine for Vacuum Pot.

To some readers of Life, this will be startling news!

NO coffee on earth even approaches the popularity of Eight O'Clock! It outsells by millions of pounds the next most popular nationally sold brand. Why? Because Eight O'Clock Coffee is: (1) Truly the pick of the plantations. (2) Scientifically roasted to the peak of perfection. (3) Sold only in the bean to preserve all of Nature's full flavor. (4) Ground at the very moment you buy it—and exactly right for the coffee-maker you use in your home. Result: Magnificent flavor—smooth, mellow, aromatic. No wonder Eight O'Clock is the world's champion in popularity!

You, perhaps, are paying fully 10 cents a pound more for the coffee you use. Obviously, you seek top quality. It can be yours and without paying a premium. Yes indeed—simply ask for Eight O'Clock Coffee—the pick of the plantations! It is priced amazingly low because we bring it direct from grower to you, eliminating many in-between costs. We invite you to try Eight O'Clock—the coffee of magnificent flavor. Join the thousands who now save up to 10¢ a pound, on this fine, fresh coffee.

AT ALL A&P FOOD STORES



BE BRIGHT! GO LIGHT!



BUY BETTER SPIRITS!



SCHENLEY "SWALLOWS" SING:

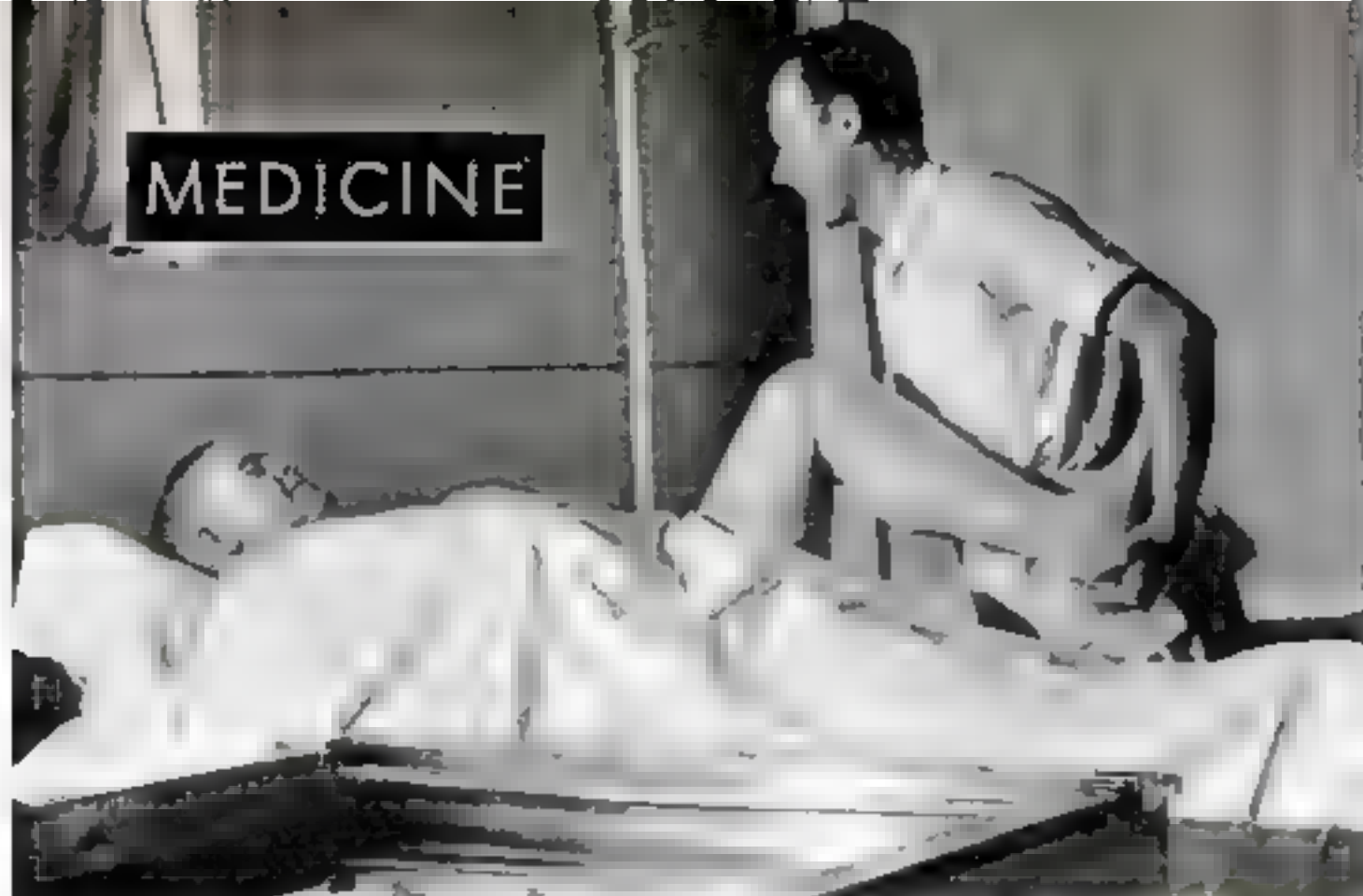
*"Highballs Hum and Cocktails Click!
Schenley Melding Does the Trick!"*

Want better whiskey? Better taste SCHENLEY . . . light-bodied Black Label or Red Label. They're unexcelled because we "meld" . . . a secret SCHENLEY method that creates better spirits . . . by permitting weight reduction without flavor destruction. Buy better spirits! Buy the best!

BUY THE BEST



Better Taste
SCHENLEY *Light-Bodied* **WHISKIES**



Massage treatment is first step in the treatment of John Mahanna's legs at Montefiore Hospital. Massage and "passive exercise" (above) tone up the nerves and muscles to act alone.



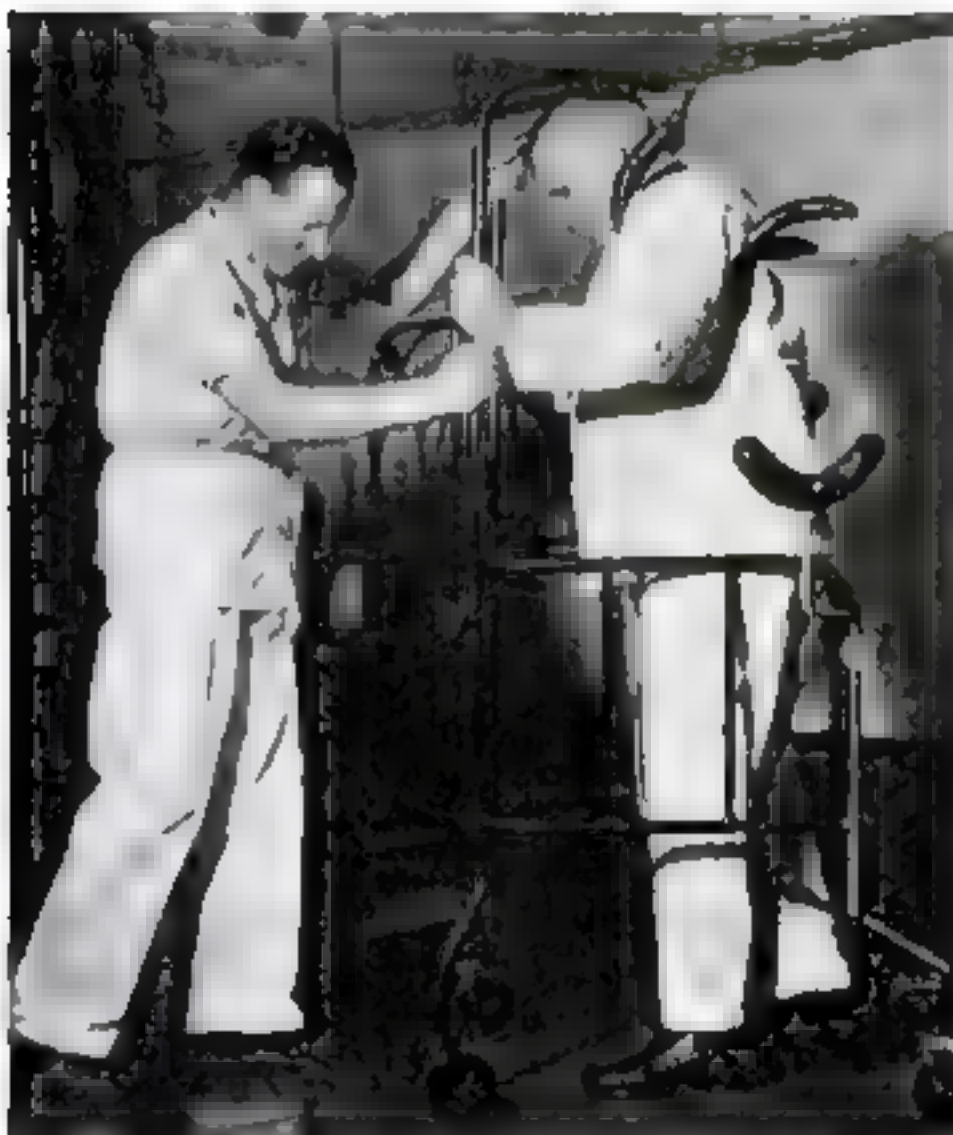
Water therapy in the Hubbard tanks permits active exercise of patient's legs. Buoyancy of the water decreases effort of exercise. The water is kept warm to prevent chilling patient.

CHRONIC CRIPPLE LEARNS HOW TO WALK ONCE MORE IN A NEW YORK HOSPITAL

Here is shown how 55-year-old John Mahanna learned to walk again. Four years ago, crippled by a spinal ailment, he was one of the nation's 1,500,000 chronically sick. His recovery, at New York's Montefiore Hospital, began with massage and hydro-therapy that restored tone to the muscles and nerves of his legs. Then, through months of painstaking re-education in balance and co-ordination, he progressed from the hospital's "giant baby-walkers" to crutches and later to canes. Today, fully recovered, he is walking normally again.

Montefiore is the only U. S. private hospital

exclusively devoted to care of the chronic functional and organic ailments of the human circulatory, glandular, skeletal and muscular systems. These afflictions, largely resulting from old age, are rapidly becoming a No. 1 U. S. health problem. Hospitals, concerned with surgical patients and acute disease, are not organized for year-long care of chronic illnesses. The public institutions for the aged and infirm are equipped more to shelter than cure their patients. Cases like that of John Mahanna of Montefiore are pioneer steps in U. S. medicine's increasing effort to turn chronic patients into convalescents.



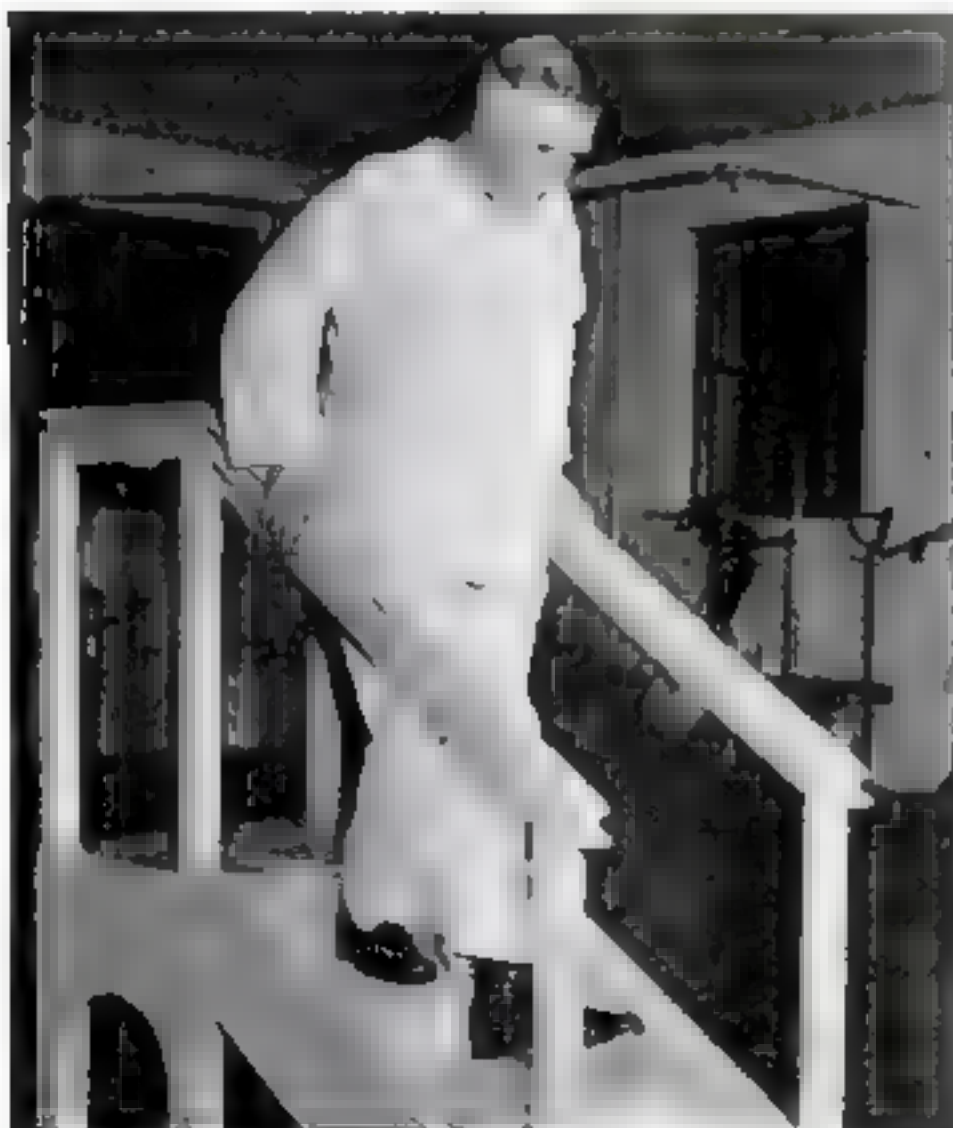
"Giant baby-walker" helps John Mahanna, supported at armpits by padded hooks, begin the re-education of his legs.



Progress in recovery of strength and co-ordination of legs permit patient to move in walker without the armpit supports.



On crutches, convalescent walked six weeks. With his sense of balance near recovery, crutches help his weak leg muscles.



Dummy stairway, with hand rails close together, helps patient to learn again technique of climbing up & down stairs.



With canes the patient, legs now carrying his full weight, is able to spend the full day in the hospital out of bed.



Fully recovered, Mr. Mahanna today walks in normal fashion. With confidence restored, he no longer watches his feet.

LIFE ON THE NEWSFRONTS OF THE WORLD

Americans keep calm as war flares; Nebraska and Illinois speed the Dewey bandwagon

The shock of the German invasion of Scandinavia and the beginning at last of large-scale fighting in the west (see pp. 21-26), which blanketed all other domestic and world news of the week, left Americans concerned and alert but notably calm. There was no flurry of near-hysterical "keep out of war" activity such as greeted the official beginning of the war last autumn. Neither was there any perceptible popular clamor for a more active U. S. share in stopping Hitler. The first reaction of the No. 1 son of Norway in Congress, Senator Henrik Shipstead of Minnesota, was to declare: "England, mining Norwegian territorial waters to blockade Germany more completely, evidently precipitated the crisis. Both countries have violated international law."

Yet the nation's calm could hardly be construed as indifference, every newspaper front page testified against that possibility. A guess at what it did signify was offered by President Roosevelt, who observed, with approval, that the flare-up would probably make Americans think a lot more about the war and its possible consequences than they had been thinking in the past six months. Last week these stirrings of American thought were publicly voiced:

Lawyer Henry Breckinridge of New York, one-time (1913-18) Assistant Secretary of War: "Americans are rightly advised to view calmly the Nazi invasion of Scandinavia. They should view it calmly and decide to declare war against Germany the instant a single Nazi soldier or sailor sets foot on Iceland or Greenland."

Episcopal Bishop Emeritus William Lawrence of Boston, denouncing Americans' "smug and patronizing attitude" toward the war: "We talk too much of ourselves as a great and strong nation, but this nation will not risk a single life to join those who are defending the principles upon which our nation is founded." Also last week, the Methodist Church at its New York Annual Conference adopted a resolution declaring that "peace at any price may be grossly immoral," calling for territorial restoration and indemnities to invaded nations and an end to "international brigandage."

Mayor LaGuardia of New York: "The whole war situation has now changed. It would seem there can be no peace until complete restoration of the barbarically invaded countries is assured."

Businessman Wendell Willkie (see p. 80), of New York: "There is one thing we are all agreed upon, and that is that the French and British way of life shall continue in this world. And by that I mean freedom of worship, freedom of culture, and, may I say,



SHIPSTEAD



FASTEST FIGHTER FOR ALLIES

the right of free economic enterprise and liberty under law."

Official U. S. reaction to the war's new turn was limited to: 1) extension of the combat zone, which U. S. ships may not enter, to include the entire western and northern coasts of Scandinavia and the Russian ports of Archangel and Murmansk, 2) a temporary "freezing" of all monetary transactions between the U. S. and Denmark and Norway, to prevent the Germans from getting their hands on Danish and Norwegian cash and credits in the U. S.

Meantime, further steps were taken to speed America's best war planes to the Allies. At Bethpage, L. I., on April 9, there was demonstrated a new, twin-engine Grumman fighter which, with a speed of around 430 m. p. h., was believed by its manufacturers to be the fastest pursuit plane ever built.

Dewey Rolls On. As he sped back to Washington from Hyde Park on news of the Scandinavian invasion, President Roosevelt paused to remark that the war had now relegated politics and Presidential primaries to relative unimportance. Many a citizen remained, nonetheless, determined not to be distracted from America's domestic problems, and Thomas E. Dewey was by no means the only American interested in the outcome of the Illinois and Nebraska primaries on April 9.

The prime result of those primaries was to give young Mr. Dewey's handwagon, set rolling in Wisconsin the week before, a further shove along the road to the Republican Presidential nomination. In Nebraska, the New York District Attorney beat Michigan's Senator Vandenberg by 4-to-3, not so impressive as Wisconsin's 2-to-1, but impressive enough to confirm Mr. Dewey's farm-vote pulling power and virtually eliminate Senator Vandenberg from the Presidential race. In Illinois, where Dewey was unopposed, 927,000 people took the trouble to vote for him anyway. Throughout the nation, citizens who had hitherto regarded Mr. Dewey as no more than an interesting political freak now felt

impelled to take a new and serious look at him as a quite possible next President of the U. S. LIFE's re-examination of the spectacular young candidate appears in a Close-up on p. 84.

As premised & predicted, the Kelly-Nash and Horner machines piled up a heavy vote for President Roosevelt in Illinois, snowing Vice President Garner under by 6-to-1. Not much was proved by the two primaries about relative Republican and Democratic strength. In Nebraska, where Mr. Roosevelt ran unopposed, the combined Dewey-Vandenberg vote topped his by 171,000 to 112,000. In Illinois, where Mr. Dewey had no contest, the combined Roosevelt-Garner vote topped his by 1,300,000 to 927,000. But anti-Third Termers did not fail to note that Illinois' total Democratic vote was down some 430,000 from that cast in the 1938 primaries, and the total Republican vote was up some 200,000.

A notable non-Presidential result of last week's primaries was the defeat for renomination of Nebraska's Senator Edward R. Burke, anti-New Deal Democrat, by Governor Robert LeRoy Cochran. Winner of the Republican nomination for Governor in Illinois was able, progressive Dwight H. Green, the Chicago Dewey who sent Al Capone to prison.

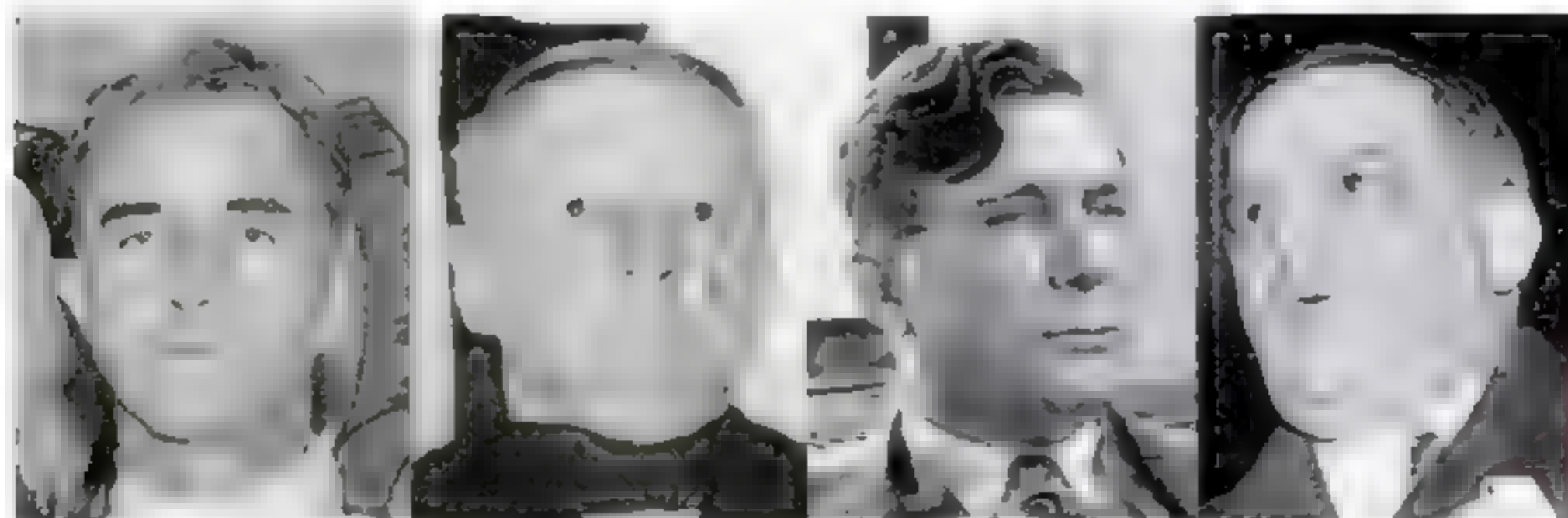


WINNER GREEN

Negro First. Overlooked by almost everybody except working politicians is the fact that U. S. Negroes may well decide who the next U. S. President shall be. If the election is close, their 2,500,000 votes may be decisive in such key States as New York, New Jersey, Pennsylvania, Ohio, Illinois, Indiana, Missouri, Michigan. Already both parties are beginning strenuous efforts to woo the Negro vote, which was firmly Republican until Roosevelt & Farley swung it over in 1932. On April 7 no less a Democrat and post-office official than Mr. Farley himself turned up at Alabama's Tuskegee Institute to consummate a shrewd Democratic coup. Sold by Mr. Farley's own hands was a new Farley-sponsored 10¢ stamp bearing the portrait of Tuskegee's great founder, Booker T. Washington, first Negro ever to appear on a U. S. stamp.



NEW 10¢ STAMP



BRECKINRIDGE


LAWRENCE

WILLKIE

LAGUARDIA

PICTURE OF THE WEEK

To take this extraordinary picture of an extraordinary heavenly phenomenon, Photographer D. Franklin Yerex spent 30 hours riding a bus to Florida from New York. In late afternoon of April 7, he focused his camera on a nicely composed landscape at Green Cove Springs. He was ready when the moon, for the first time since 1865, for the last time until 1994, obscured the sun across a wide strip of the U. S. in annular eclipse. Mr. Yerex won photographic fame with his picture of the 1925 full eclipse over New York City, set in a similarly appropriate landscape.



The sun, in full annular eclipse at 5:07 p.m., April 7, is
a baleful ring in the sky above a darkened Florida landscape



The Board of Experts of *Information Please* on April 9 consisted of John Kieran, sports columnist of the *New York Times*, a regular on the program, Unitarian Wendell L. Willkie and Author Christopher Morley, both guests of the evening; and Franklin P. Adams, columnist of the *New York Post*. Here all but Mr. Morley think they know an answer.



Asking for the air, Mr. Kieran, Mr. Willkie and Mr. Morley signal to the master of ceremonies, Clifton Fadiman (who sits at another table), their eagerness to dispense information. Below: Mr. Willkie volunteers to answer one of the many political and historical questions which he tackled during the program. The other experts wait in smiling anticipation.



WENDELL WILLKIE EXHIBITS VERSATILITY

AS GUEST STAR OF "INFORMATION PLEASE"

Week by week a vast variety of writers, journalists, musicians, actors, editors and assorted professional people have appeared on the radio quiz program *Information Please*. Until last week no big businessman had ever been asked to participate—presumably because no businessman could be found with adequate funds of scholarship and wit. But on the evening of April 9 the master of ceremonies, Clifton Fadiman, introduced a "real, honest-to-goodness tycoon" who proceeded to hold his own with the experts in an impressive and altogether engaging fashion.

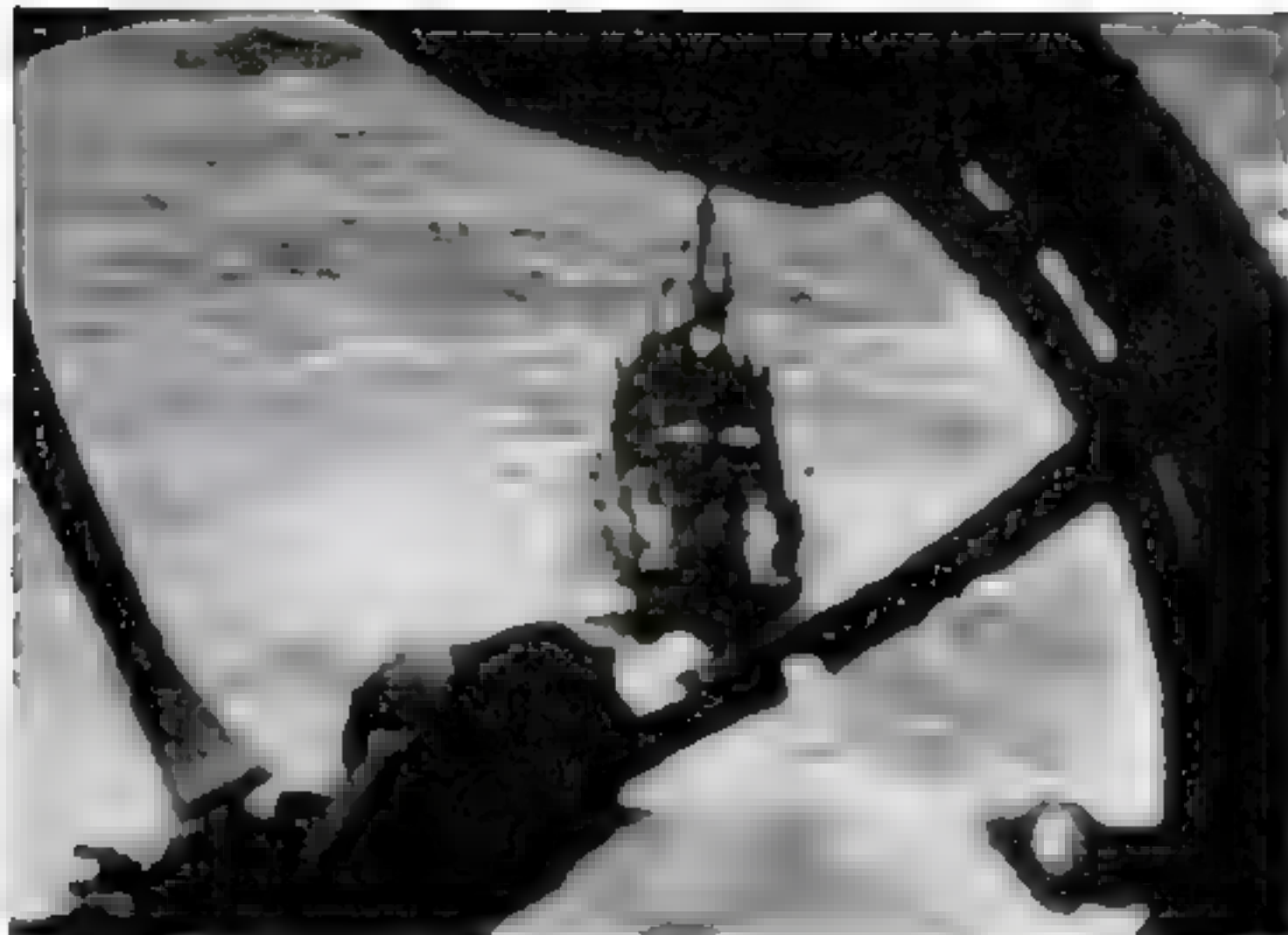
Wendell L. Willkie, big, touseled president of the Commonwealth & Southern, often mentioned as a liberal Republican dark-horse candidate for the White House, had been sought by *Information Please* for almost a year. Prudence led him to refuse till his friends, John Kieran and Franklin P. Adams, finally taunted him into accepting. Without apparent nervousness he jumped into the intellectual brawl and, according to his own confession, "never had a better time in my life."

After accurately defining "carpetbagger" and "farm bloc" and admitting he had once been an Elk, Mr. Willkie demonstrated his familiarity with the Constitution. He knew it was designed to promote the "general welfare" (he said "public welfare"), to insure "domestic tranquility," to provide "for the common defence" and to secure "the blessings of liberty." He then answered a technical question on the President's prerogative of "pocket veto." He even waded into questions on literature. When Mr. Fadiman asked for quotations referring to April, Mr. Willkie offered "April showers bring May flowers." "That's a simple one," Mr. Fadiman observed approvingly. "That's the only kind I know," said Mr. Willkie. Later it appeared he had read *Nicholas Nickleby* and knew something about the life of Matthew Arnold. Twice Mr. Fadiman was led to remark that Mr. Willkie must have plenty of time to read. "I wish I did," Mr. Willkie declared.

By performances like this, Wendell Willkie has won for himself an astonishing popularity outside the normal Republican fold. According to Scripps-Howard Columnist Raymond Clapper, he "is doing more than anyone else to bring businessmen back into political respectability."



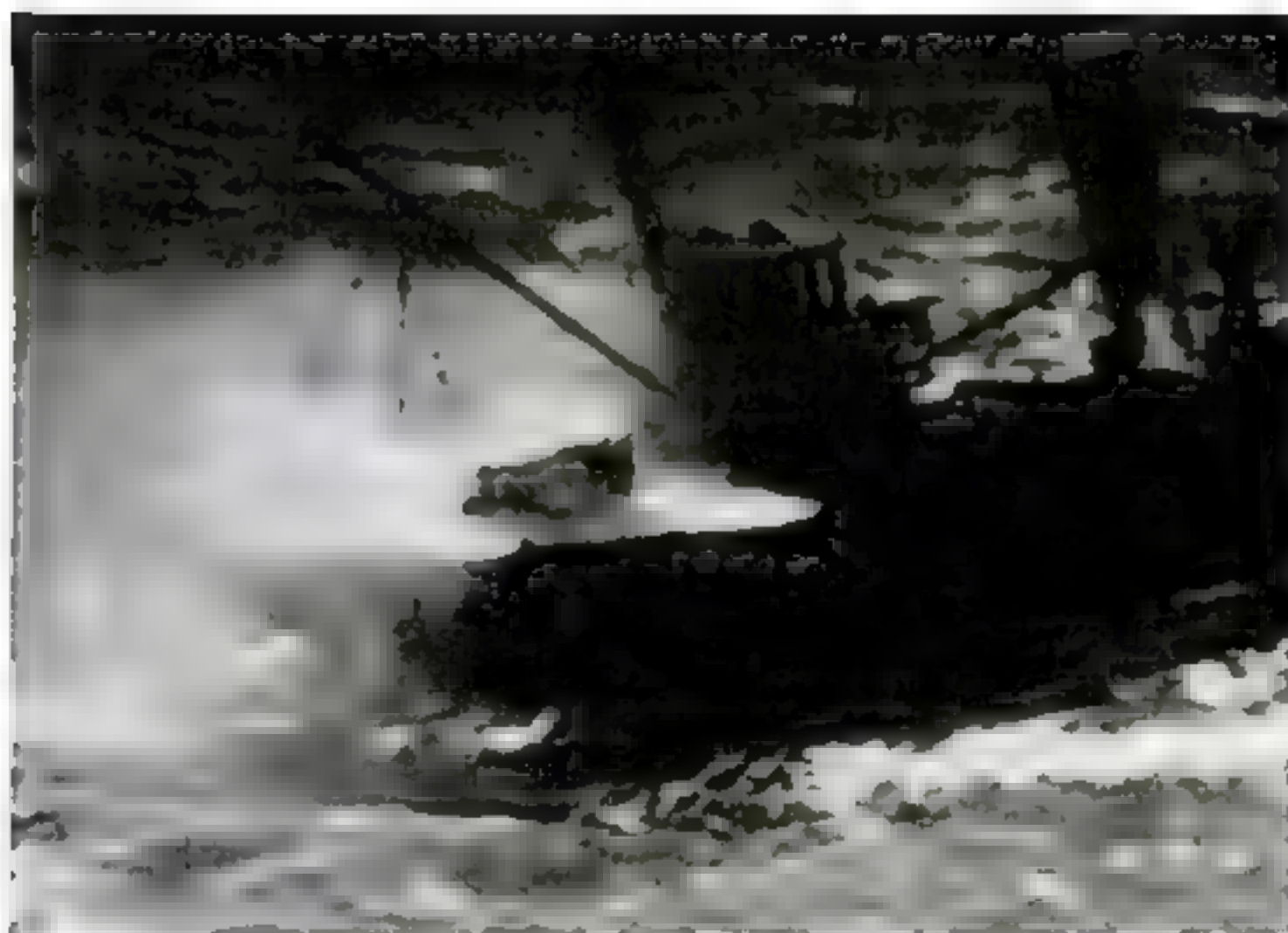
Knowledgeable Businessman Willkie was one of *Information Please's* 12,000,000 weekly listeners before he appeared as its guest star. His favorite programs are quizzes, Fanny Brice.



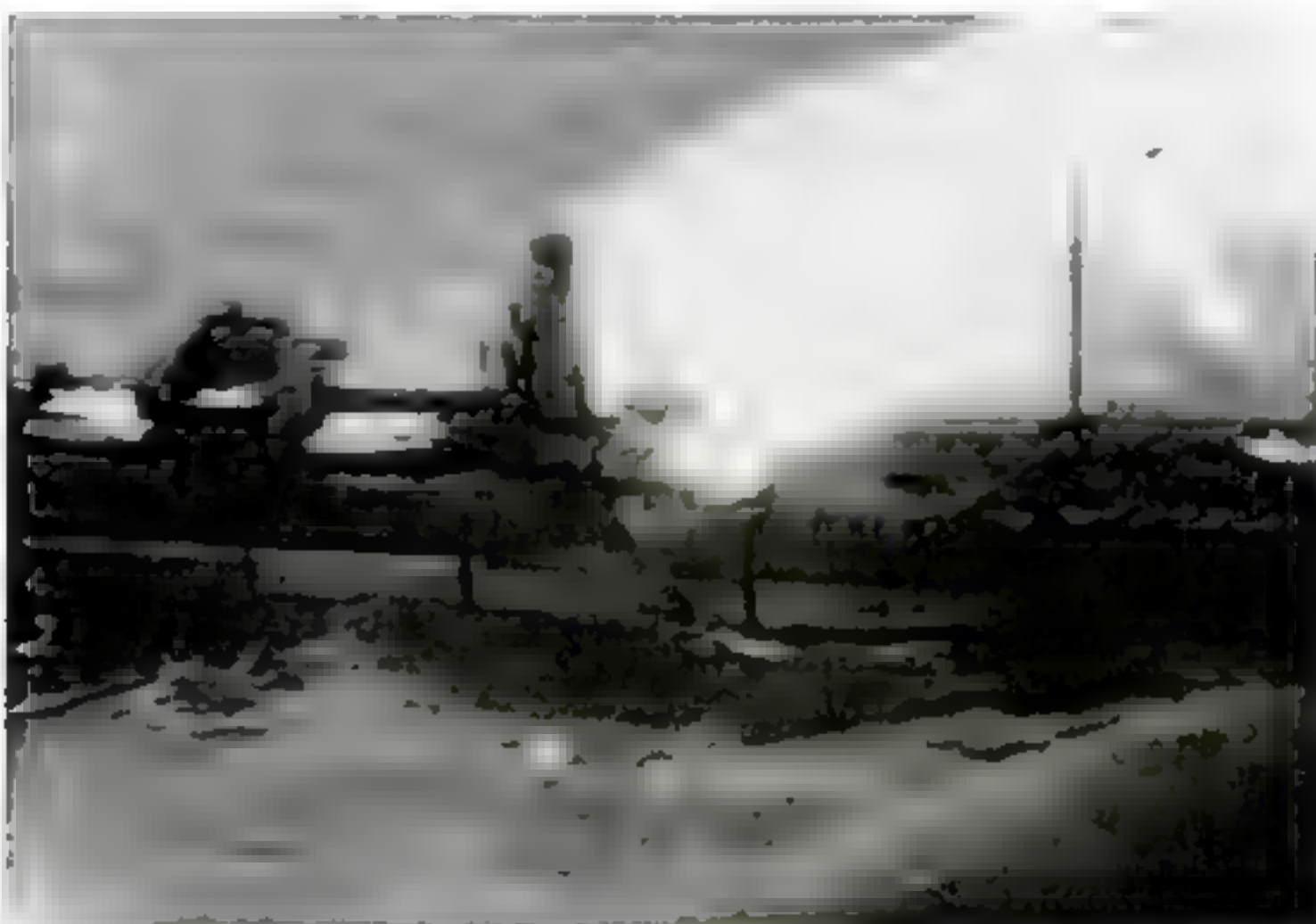
Hit No. 1 was a fishing trawler which zigzagged as the German bomber came near. First the Germans took the photograph, then let loose with machine guns and high-explosive bombs.



Hit No. 2 was a merchantman which opened fire as the bomber approached (top above). A bomb landing amidships sent up a cloud of smoke. The ship plowed ahead, sank quickly.



Hit No. 3 was another merchant ship whose aft deck began to blaze and smoke when an incendiary bomb scored a direct hit. The ship listed to port and another bomb sent it down.



Hit No. 4 was this English freighter. The first German bomb shattered one of its lifeboats. The second bomb burst the boiler and sent up a heavy column of white smoke and steam.

A GERMAN CAMERAMAN RECORDS A GOOD DAY'S BOMBING OUT IN THE NORTH SEA

Regularly when the day is cloudy and the weather bad, the planes of the German North Sea bombing patrol speed westward from their home bases, out to attack and harass British shipping. Usually they are Heinkel 111K bombers, loaded with a ton of bombs. Detailed for duty on one recent expedition was Bleeck-Wagner, a German cameraman, well known before the war for his aviation films and now in the Air Force. He sat up in the glassed-in nose of the plane with his camera, got a photographic record of a good day's bombing work against the English.

On this murky day, according to the report, the squadron found the hunting excellent. Flying towards the British Isles, they caught up with a tiny fishing trawler. They sank it with a bomb. Next they bombed a merchantman, then set another afire with incendiary bombs. Well satisfied, they turned toward home, spied a freighter and sent her down with bombs. On the way home, the fliers exulted by singing *Wir fahren gegen Engelland* (*We Fly against England*).

Nazi North Sea bombers have so far accounted for about 31,000 tons of British shipping, mostly fishing trawlers. Because the sea days are so often cloudy, the British find patrol work difficult. The fast Heinkels slip into cloud banks, escape the British fighters. Nevertheless, the German losses were heavy until they learned the need for close formation flying.



PILOT OF NORTH SEA BOMBER



"A GRACEFUL YAWN & STRETCH. TIME TO THINK OF BED"



"THE SLIP GOES OVER HEAD"



"SHE STEPS OUT OF HER PANTIES"



"TEN MINUTES' 'KEEP FIT' EXERCISE"

BRITISH EDITORS GIVE THE MAN IN UNIFORM SOMETHING TO THINK OF BESIDES WAR

Throughout Great Britain, practitioners of the lively arts are doing their bit to divert the war-weary soldiers and sailors of the British Empire. The American strip tease, banned in England two years ago, is wowing night-club audiences from one end of London to the other. Magazines blossom with sketches and photographs of pretty girls in bitty bathing suits, many in color, and suitable (according to the editors) for "pinning up in wardroom,

mess, cabin or dugout at the front or at home."

Among high-grade magazines which have done most to cheer up the man in uniform, is *The Sketch*. You see here one of its recent wartime features, titled, "And So to Bed." To this *Sketch* adds: "Here's a charming story in black and white! It depicts in silhouette the process of going to bed as carried out by Miss 1940, and makes a most decorative and charming strip-tease act of this nightly routine."



"HAIR-BRUSHING AND A LAST GLANCE IN THE MIRROR"



"SHE SLIPS ON HER NIGHTIE"



"... AND SO TO BED"

SAILORMAN'S DAUGHTER CHOSEN MISS CANDID CAMERA OF 1940

In neutral nations no less than those at war, citizens turned gratefully last week from bulletins of battles on land and sea to contemplation of gentler things. Behind the lines in Britain—see opposite page—reformed men looked quickly, longingly, at girls and knew they might never look again. In America too there was escapism—enough to freshen the fictional tales that always wax with war—but nothing like that which lashed the nation's nerves after 1917.

Californians, owing perhaps to the influence of Hollywood, look more objectively on bathing beauties than citizens of most other States. At Long Beach on April 7 they turned out in multitudes to witness the judging and selection of "Miss Candid Camera" under the auspices

of the Junior Chamber of Commerce. The enthusiasm of their response was in part a reaction against the tensions of war news. But when the winner finally stood above them on a flowered rostrum, there was no hectic here, today gone tomorrow tumult in their regard. They smiled to read photographs of her with the detachment of men at peace—who had looked on natch beach geometry in the past and expected to see much more before they died.

Redheaded Marjorie Waldon was well worth their inspection. Daughter of a retired chief petty officer of the U. S. Navy, she is 21 years old, weighs 109 lbs., is 5 ft. 1 in. in height. When asked her ambition, she replied modestly that she aspired only to be a model. Everyone agreed she was admirably equipped for that career.



PERT, COMPACT MARJORIE WALDON IS CHOSEN "MISS CANDID CAMERA OF 1940" IN MUNICIPAL CONTEST AT LONG BEACH, CALIF.



FORESHORTENED VIEW OF MARJORIE WALDON



AN AMATEUR FOCUSES FOR A DETAIL SHOT



CAMERA FANS STRAIN FOR TRICK ANGLES



CLOSE UP



TOM DEWEY

NEW YORK'S YOUNG DISTRICT ATTORNEY
HAS BECOME NO. 1 REPUBLICAN HOPEFUL

by NOEL F. BUSCH

Thomas Edmund Dewey, District Attorney of New York County and currently the No. 1 aspirant to the Republican nomination for President, trims his own mustache in front of his bathroom mirror, usually at about 8:30 in the morning. At 9:00 he breakfasts on orange juice, toast, a two-minute egg, three slices of crisp bacon and coffee with cream but no sugar. By 9:30 he is usually reading his papers, the *New York Times* and the *Herald Tribune*, en route to work in his official car with one of his two detectives (Andy Balga and Frank Huida) on the front seat beside his chauffeur.

The desk of Dewey's office at 137 Center St. does not ordinarily contain a telephone. He hates to be bothered by calls and, when forced to take one, usually does it in an adjoining room. Currently, however, the noise made by PWA workmen on a building across the street has driven him out of his own spacious quarters into the cubbyhole next door, where he is more at the mercy of the outside world.

When talking on the phone or to someone across his desk, Dewey executes semicircular horizontal swings in his upholstered swivel chair. From time to time, as though to keep in practice, he pops his eyes in the fashion that New York's underworld and more lately audiences from coast to coast have come to appreciate. A Dewey eye-pop is achieved by raising the eyelid so that an alarming quantity of white shows around the iris. It can be varied by raising the eyebrows, leaving the lid stationary. This procedure produces a sinister expression useful as a preface to the genuine pop, which follows.

The Deweys live at 1148 Fifth Ave. in an eight-room apartment with two baths. If Dewey is inaugurated next Jan. 20, Mrs. Dewey will be the first ex-showgirl who has ever entered the White House as its mistress and easily its most decorative occupant since Dolly Madison. The apex of Frances Hutt Dewey's stage career was reached in 1927 when, after an apprenticeship in concert work, she had a singing role in a road company of George White's *Scandals*, billed as Eileen Hoyt. Mrs. Dewey, who met her husband in a New York singing school, gave up her stage career when she married in 1928. She still has a pleasant mezzo-soprano and sometimes sings *Mother Goose* songs to the Deweys' two small sons.

In the summer, the Deweys live on a 300-acre farm at Pawling, N. Y., which they bought last year, paying \$3,000 cash, with a \$27,000 mortgage. Dewey's system of commuting is complex. He tries to leave town Friday night, come in Monday morning, go up again Wednesday night and come down Thursday morning. This schedule—which Dewey has rarely been able to maintain—is characteristic of his zeal for organization. It is so designed that the two-night stretch in New York will follow the three-night stretch in the country, when, presumably more refreshed than at any other time in the week, he will be best equipped to endure it.

Of late, the Dewey ménage has been frequently disrupted by the District Attorney's campaign trips. Although Mrs. Dewey made recent ones to Wisconsin and Nebraska, she usually stays at home. Dewey believes that his own youthful appearance will be sufficiently alarming to voters without emphasizing the point that his election would mean turning the White House over to the younger married set. The Dewey entourage usually consists of Lem Jones, his confidential secretary, press agent and aide-de-camp; Paul Lockwood, the jolly executive Assistant District Attorney, who helps with speeches and acts as master of ceremonies; and Jules Dulce, a factotum who buys tickets, sees to the luggage and keeps track of the official schedule.

Dewey's mastery of the difficult art of cross-country glad-handing is considered remarkable by newspaper critics. His radio speeches, carefully rehearsed with Lockwood, are marked with

DEWEY'S FAVORITE POSE IS TO APPEAR CLOSEMOUTHED, INTENT, LOOKING INTO THE FUTURE

Lunch with Dewey at his office desk is disconcerting since Dewey arbitrarily orders the same lunch for his

guest as for himself. Usual meal is a chicken sandwich or fruit salad, cheese, milk and black coffee.



CONTINUED ON PAGE 10



Dewey's pretty wife, a Sherman, Tex., and Sapulpa, Okla., showgirl, who sang in George White's *Scandals* roadshow in 1927 before marrying Dewey a year later, still sings at home. On parties Dewey, when at college and in chaps, joins her in jazz and classical duets.

The Dewey family, shown seated on the porch at the Pawtucket, N.Y., home of the District Attorney, his sons Thomas Jr. (aged 12) and John (aged 9) and his wife, a meticulous housekeeper of whom Dewey jokingly says: "I'm not boss in my own home."



THE HANDS OF



SCULPTURE BY HAY SHAW

Helen Hayes

First Lady of the American Theatre

The theatre has been Helen Hayes' life work. Her natural talents were matured into the highest dramatic powers through a career that began as a child actress. Her greatest role "Victoria Regina" was a national triumph. It did much to reestablish the living theatre throughout the country. She is a gracious, significant personality on the stage, the screen, and the radio.

Miss Hayes' watch is a Longines "Victoria"

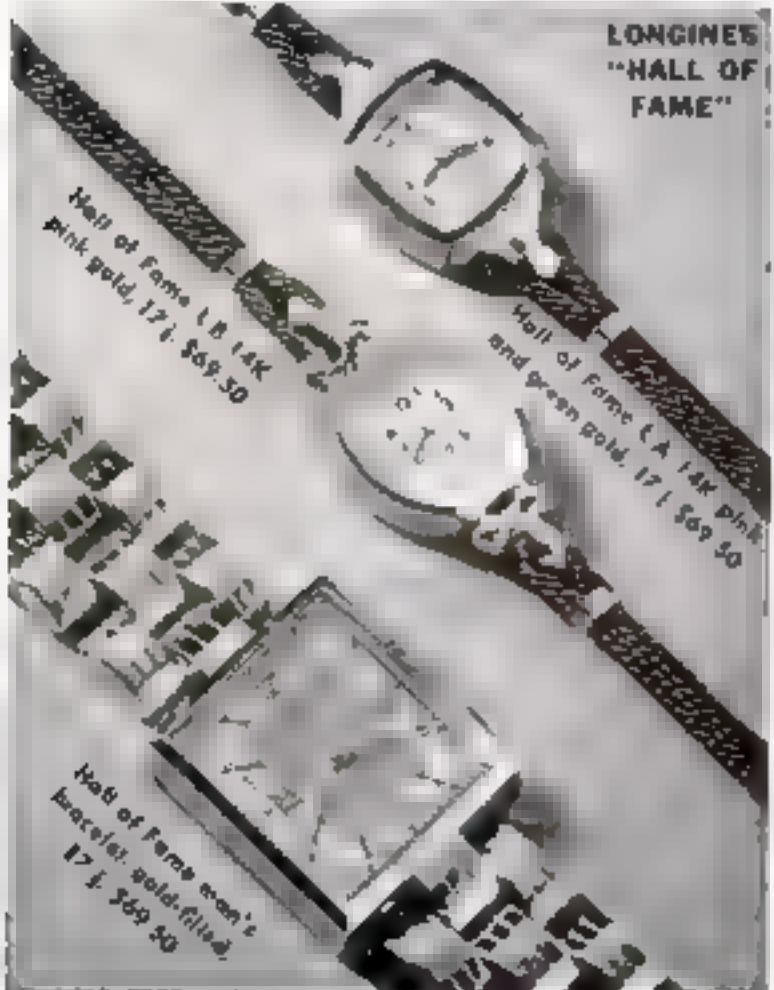
**THE WORLD'S MOST HONORED
HANDS WEAR THE WORLD'S
MOST HONORED WATCH**

Longines

It is natural that people of consequence should prefer a watch of competence as well as beauty. Longines watches have been honored by 10 world's fair grand prizes, 28 gold medals, and more honors for accuracy than any other timepiece. In 77 countries, now as for 74 years, the world's most honored hands wear . . . Longines, the world's most honored watch.

The traditional accuracy and long life of Longines watches are beautifully expressed by the new Longines "Hall of Fame" watches now being shown by Longines-Wittnauer jewelers. They are specially priced at \$69.50. Other Longines watches of distinction are priced as low as \$37.50.

LONGINES-WITTNAUER WATCH CO., INC.
580 FIFTH AVENUE, NEW YORK, N. Y.



LONGINES
"HALL OF
FAME"

TOM DEWEY (continued)

marginal lines indicating where he should be at every given minute of the allotted time. Dewey often falls behind in the middle but has only once failed to catch up by the end. This occurred in Boston where an Irish audience, which advisers had predicted would be apathetic, held matters up by frequent outbursts of laughter and good-natured applause.

On arriving in a strange town, Dewey is visited by delegations of various sorts. Some candidates try to handle these en masse or space their visits through several hours. Dewey applies a variant of the method he invented for handling crowds of witnesses in the celebrated New York rackets trials. He takes two adjoining hotel rooms. His assistants see to it that while he talks to a delegation of industrial leaders, for example, in one room, a delegation of union leaders is ushered into the other. When the industrial leaders are ready to leave, Dewey steps through the door and talks to the union men. By the time he is through with them, the first room has been filled again and he steps back. This allows him to see an extraordinary assortment of people without the possible embarrassment of meetings between incongruous groups and has only the drawback of forcing Mr. Dewey to think fast enough to know what group is confronting him at any given moment.

A believer in the value of calling people by their names, Dewey starts conferences by being introduced to everyone present. He then smiles, pops his eyes once or twice and invites questions. His answers have an assurance and perspicacity which are sometimes astounding in view of the fact that the problems involved are ones in which he has never been to the slightest degree concerned.

Dewey's stock rises

Dewey's mannerisms and way of life have suddenly achieved a new importance. Until a few weeks ago, the Dewey candidacy belonged to the dream world of Gallup polls, straw votes and casual conversation. The Wisconsin primaries last fortnight and the Nebraska and Illinois primaries last week make it obvious that, in the hard world of ballot boxes and nationwide electioneering, Dewey rated even better than his noisiest supporters had hoped. When the Republican National Convention meets in Philadelphia on June 24, Dewey is likely to turn up with enough delegates to make his nomination a real possibility.

People who suppose that Dewey has only lately been cramming on the farm problem, foreign policy and other large-scale perplexities that a President is supposed to be able to tackle do not know their man. Dewey had it pointed out to him before he ran for District Attorney that, if he handled the office well, there was no position in the land to which he could not aspire. Since then, the District Attorney, whose phenomenal memory is one of his strongest professional assets, has absorbed a formidable library dealing with all the matters a Chief Executive should understand and could probably spell down Franklin Roosevelt in a quiz on the subject. He has also surrounded himself with a crew of expert advisers, headed by Russel Sprague, Republican Leader of Nassau County. Mrs. Ruth Hanna McCormick Simms, wife of a former Representative from New Mexico and daughter of the celebrated Republican boss, Mark Hanna, is Dewey's campaign co-manager and adviser on pre-convention strategy. Charles P. Sisson, former U. S. Attorney General, is also co-manager.

In his choice of a brain trust, Dewey has exhibited not only disdain for back-scratching and logrolling but even for the all-around amiability that comes naturally to most successful politicians. Ever since the Dewey Presidential boom really got under way, the leading

CONTINUED ON PAGE 11

Russel Sprague and Mrs. Ruth Hanna McCormick Simms are manager and co-manager of Dewey's campaign. Sprague is a Long Island Republican leader. Mrs. Simms, an active Republican since 1896, owns two newspapers, a radio station and ranches.



"Quality Tells"

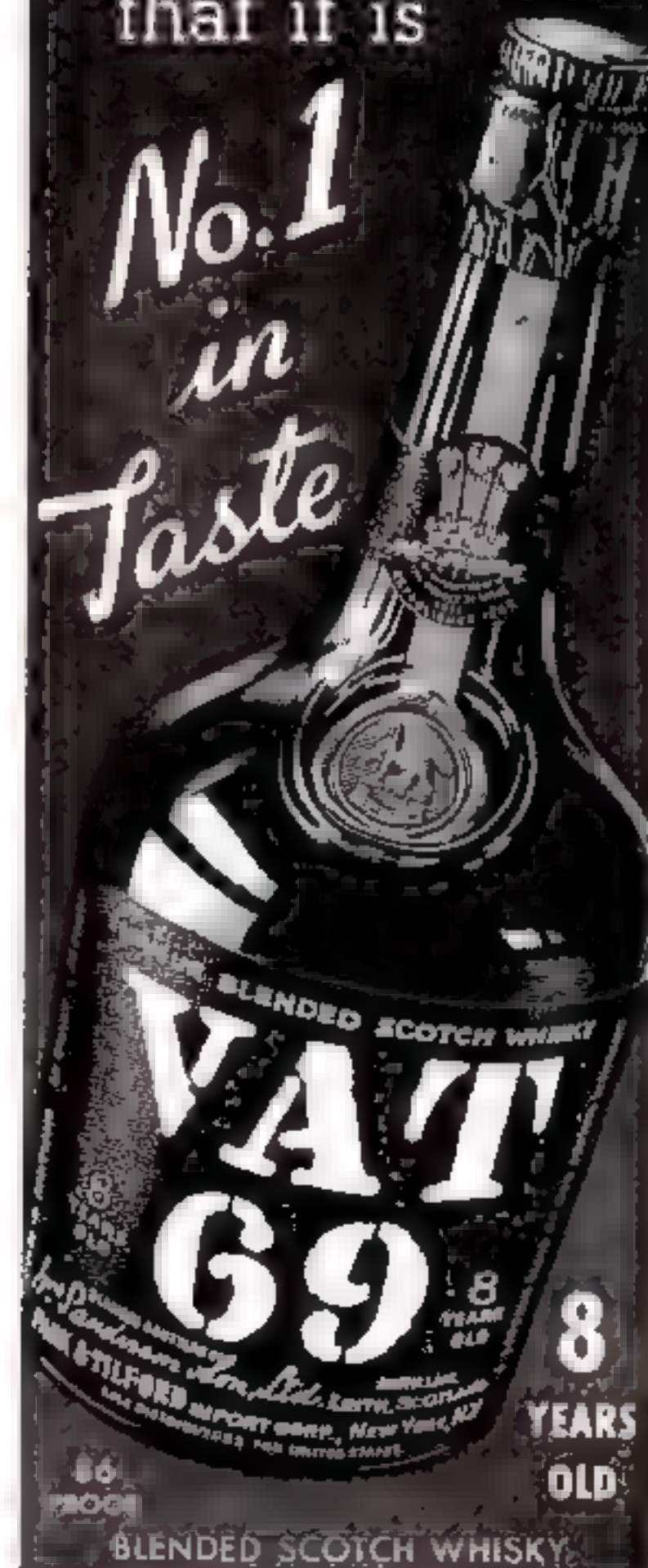


Compare

VAT 69 and
you will be
convinced

that it is

*No. 1
in
Taste*



PARK & TILFORD
IMPORT CORP., NEW YORK, N. Y.



Read these letters from families who have bought their *second* refrigerator!

They are honest, simple, straightforward. They tell why more people every year are changing to Servel Electrolux—the only automatic that freezes silently with **NO MOVING PARTS!**



1 "This time we wanted silence—and no fooling!" writes Mrs. G. P. of Archison, Kansas. "Naturally, our choice was a Servel Electrolux. You can't hear a thing, even though you're right beside it in the kitchen. And friends tell us you never will!"

2 "What a relief—no moving parts to wear! That was reason enough for us to change to a Servel Electrolux," says Mrs. S. P. of Brooklyn, N. Y. "To anyone who's had experience with another kind, the idea of a refrigerator that works without machinery seems almost too good to be true!"

3 "Its simple operation convinced us that the gas refrigerator was the one to get this time!" reports Mrs. W. J. C. of Dorchester, Mass. "When we saw how a tiny flame takes the place of parts that move, we decided that Servel Electrolux ought to last us a mighty long time. And never get noisy, either."



4 "We can't say enough for the way it saves!" says Mrs. H. R. A. of Dallas, Texas, about the gas refrigerator. "Of course, my husband always takes the credit for changing to a Servel Electrolux. But really it was my doing. Our gas refrigerator runs for just a few cents a day, and this cost does not increase."

AND BESIDES... THE 1940 SERVEL ELECTROLUX IS ADAPTABLE TO YOUR EVERY NEED!



DEW-ACTION FRESHENER. Moisture falls like dew from the under side of glass cover... keeps fruits and vegetables garden-fresh.

DRY OR MOIST MEAT STORAGE. Permits you to have dry cold or moist cold for meats, simply by changing the position of the cover.

PLUS... these other big features: Adjustable Interior Arrangement, Frozen Food Storage Compartment, Trigger Release for Trays, Flexible Metal Ice Cube Release, 3-Position Sliding Shelf, One-Piece Steel Cabinet.

SEE SERVEL AT YOUR GAS COMPANY or neighborhood dealer's showrooms. Remember, your own gas company offers prompt service facilities for every Servel Electrolux it installs.

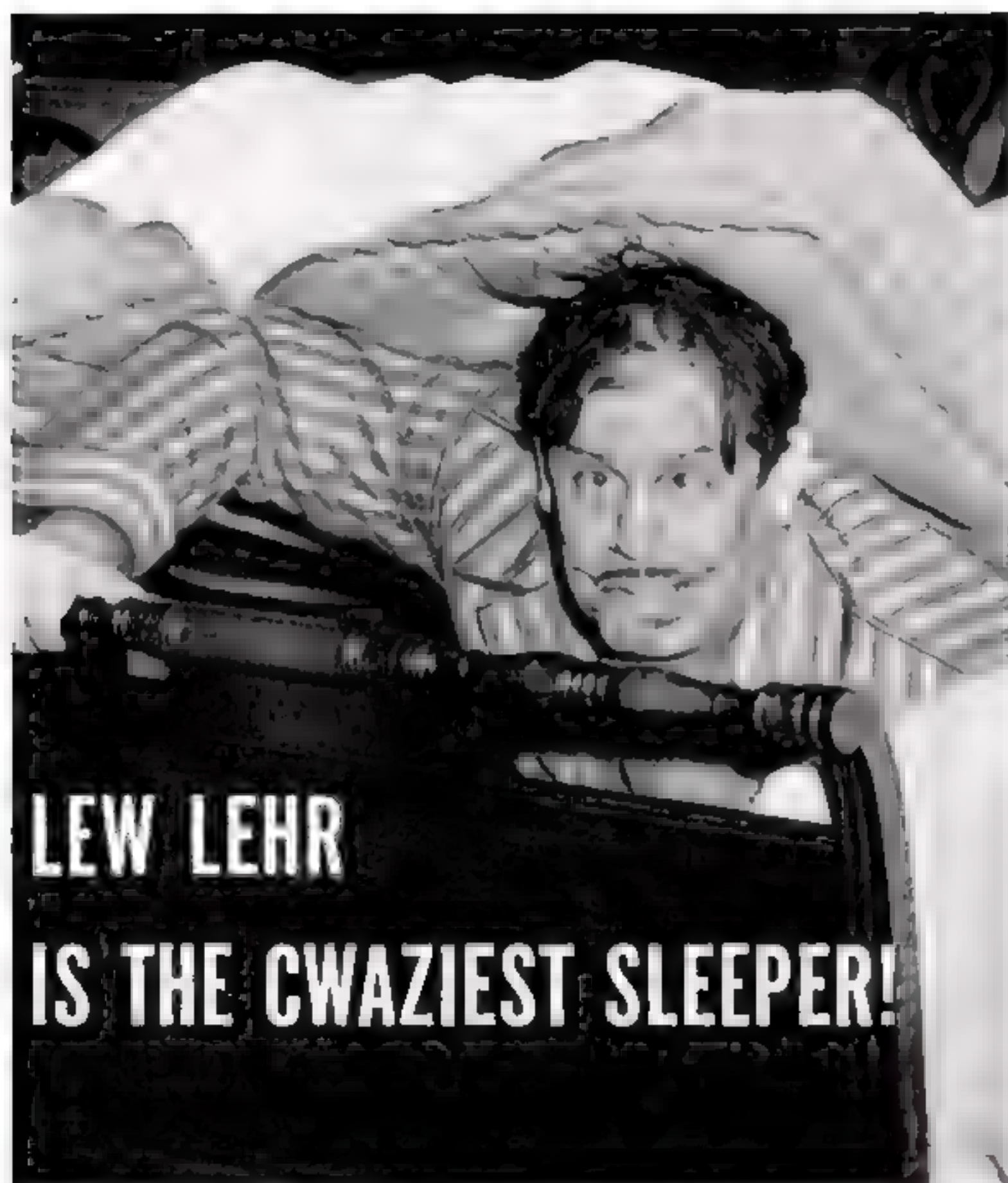


Important

IF YOU LIVE BEYOND THE MAINS, THERE ARE MODELS TO RUN

ALSO ON BOTTLED GAS TANK GAS or KEROSENE

Write for details to Servel, Inc., Evansville, Ind.



LEW LEHR OF MOVIEHOME NEWS AND RADIO FAME, who still insists that "monkeys is the cwaziest people," is a humorist even in his sleep. Like so many men, he battles the bedclothes nightly—demands smooth but hefty sheets for comfort. Lew says, "Fercause I get so liddle sleep, I gotta sleep twice as fast. Now dot I got Pequots it's like sleepin' in a bunny's nest. Mit dose sheets you can eat Welsh rabbit und it turns into cornstarch puddin' to sleep on."



The U. S. Testing Co. of N. Y. tests Pequots every month and certifies their quality. Every Pequot is guaranteed to exceed government standards!



Ladies like Pequots because they look expensive (but aren't). Because their crisp, smooth surface invites sound beauty sleep—their firm weave assures "clean-sheet freshness" longer.

IS YOUR HUSBAND A SHEET WALLOPER?

Get Pequots—they can take it!

YOUR HUSBAND, madam, is merely normal if he yanks and twists the sheets. Experts say the average man will completely change his sleeping position 36 times a night!

So be kind. Give him firm, strong sheets. Give him Pequots. For the sake of his comfort, and your household budget.

Pequots have a firm, substantial body. They don't rumple easily. They stay fresh longer. They spread true and straight on the bed.

Pequots don't ask for tender treatment. They're made for wear, and they give it. Long after you'd forgive them for wearing out, your Pequots are still going strong. Still firm, still beautifully white, still smooth and lovely. Get Pequots. They're a grand sheet. Pequot Mills, Salem, Mass.



Open mouthed. Dewey feels this mannerism is undignified and had a little dental work done for the sake of better pictures.



Eye-popper. Dewey tries to suppress this pose when before photographers and refuses to be photographed drinking or singing.

TOM DEWEY (continued)

Republican aspirant has been engaged in a strange guerrilla war with the effervescent National Republican Committeeman and New York County Chairman, Kenneth F. Simpson. Mr. Simpson and Mr. Dewey are both egocentric individuals. The thin mist of good will that had previously existed between them vanished shortly after the gubernatorial campaign of 1938, when it became apparent that Dewey had no intention of following Simpson's suggestion that he continue to build up a record in New York and defer all thoughts about the Presidency. On April 12, the Dewey-Simpson feud came to a showdown when Dewey forces moved to oust Simpson from his National Committee post. Simpson, who will lead a bloc of 20-odd New York County delegates to the National Convention, promptly announced himself freed of obligation to support Dewey even on the first ballot.

Before the Saturday Discussions Group of the Republican National Club, welcoming Senator Taft to New York County last month, Simpson said: "These times are far too critical for anything but the most mature and deliberate consideration of our Party's platform and candidates. By what standards shall our Republican decision be made? By ballyhoo, by popularity contests, by personal appeal? By easy optimism, by glittering promises to put us all back on the payroll? Frankly, I don't think so. Let us discard these pretenses in favor of a sober, seasoned judgment. . . . The problems at home and abroad require a leader of intellectual integrity, breadth of vision, wisdom and a measure of humility for the task before him. So great is the task that the next Republican President, if he is to do an honest job and have the courage of our convictions, must be willing if necessary to look for his reward to Heaven, or to history, rather than to election day in 1944." That these remarks were aimed at Mr. Dewey became plain after the April 12 break when Mr. Simpson flatly declared New York City voters unsatisfied "that Mr. Dewey is the best available candidate."

He shows little early promise

The remarkable thing about Dewey's career, in view of its later sensational developments, appears to be that for the first 30 of his 38 years he gave no special indication of amounting to anything special. In Owosso, Mich. (pop. 14,000), where he was born and where his father ran the weekly *Owosso Times*, Dewey's childhood was unmarked by signs of genius. The only thing which might have suggested that he would be a prodigy when mature was his stunt of becoming the town's star salesman of magazine subscriptions and later getting up a sort of company in which he directed the efforts of half-a-dozen other little boys along the same lines. Dewey went into subscription selling at 10 and carried on the business until he

Dewey's youngest son John has his leggings pulled off in the hall of the Deweys' eight-room Fifth Avenue apartment after returning with Tommy from Central Park. Tommy is in second grade of a co-educational school. John hasn't started school yet.





Cigarette holder. Dewey is afraid people will think this is an affectation and that his smoking sets a bad example for youth.



Shirt sleeves. Dewey also considers this an undignified office pose, refuses to be photographed lounging for same reason.

left school. This modest enterprise undoubtedly betokened his organizational bent and may even have given him an understanding of informal union methods useful later on when he came to inspect the corporate structure of New York rackets.

At school, Dewey had played halfback on the football team and done well enough in public speaking to inspire a couplet in the yearbook, which he edited: "First in the council hall to steer the State. And ever foremost in a tongue debate." At the University of Michigan, where he matriculated in 1919, he stood in the middle of his class, made no teams at all, joined the Phi Mu Alpha fraternity and was telegraph editor of the college paper for one year.

Fine baritone voice wins college fame

The four years a young man spends in college are often a better clue to his natural aptitudes than his first ten years thereafter because, undeflected by such outside necessities as making a living, he can follow his own bent. Of the 32 Presidents of the U. S., all but eight went to college. At college the vast majority were either 1) students of politics or 2) campus politicians. At Michigan, Dewey took courses in Political Science and Economics but his major interest was music. He was never nominated for president of his class and instead of heading the debating society, he joined the college glee club and the cast of the Michigan Union Opera production of *Top of Morning*, in which he played the role of a bold and wicked conspirator constantly plotting a coup to overthrow the government and make himself king.

Dewey's fine baritone voice brought him to the attention chiefly of a singing teacher named Percy Rector Stephens. In 1923 Dewey entered Stephens' New York Singing School—where Frances Hutt was a fellow student—having previously won a scholarship in Stephens' Chicago School with a rendition of *Hear Me Ye Winds and Waves* (Handel).

Dewey's decision to study law was the result less of an impassioned interest in the subject than of the realization that, if he took up singing professionally, his livelihood would be at the mercy of his vocal chords and that it might be well to have another string to his bow. At Columbia Law School, where he transferred from Michigan, he helped pay his way by singing in the choir of the Church of St. Matthew & St. Timothy on West 84th Street and in a synagogue.

The transformation of Dewey the choir soloist into Dewey the Presidential candidate has been so rapid and complete as to seem semi-miraculous. After leaving Columbia, he went to work for the law firm of Larkin, Rathbone & Perry but presently found what looked like a better opening in the smaller firm of MacNamara and Seymour. Among Mr. MacNamara's clients was the Empire Trust Company. In 1930, a woman sued the Empire Trust Company over some stock. Mr. MacNamara found that he was going to be out

CONTINUED ON NEXT PAGE

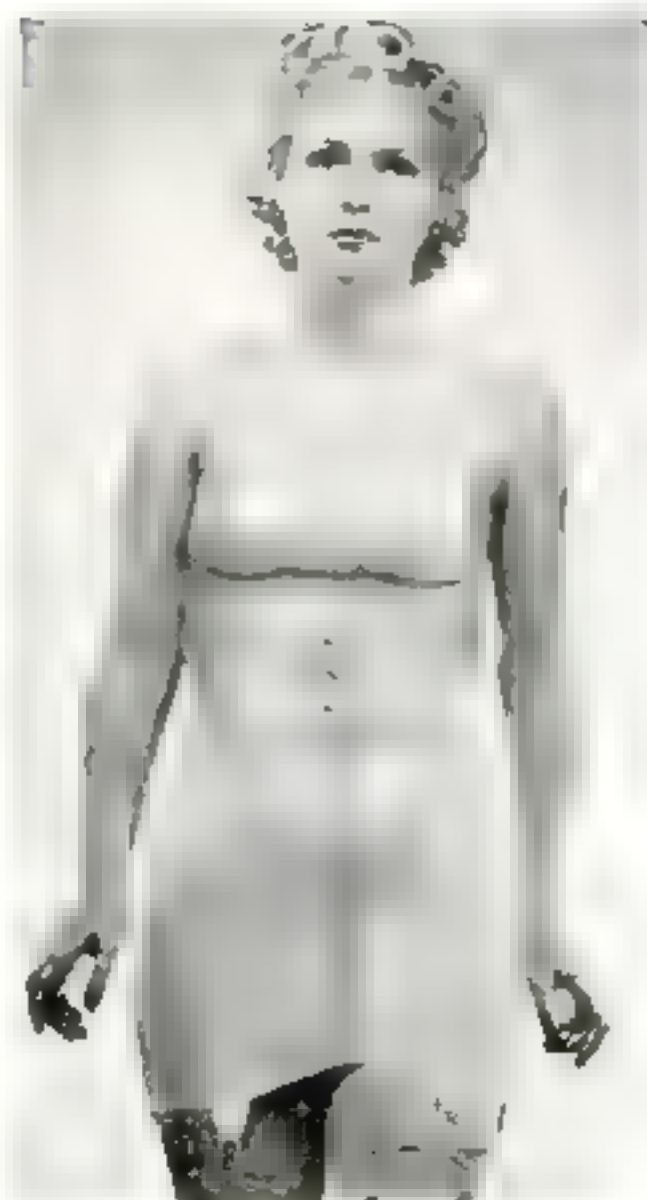
On Easter Sunday, Dewey worshiped at Church of the Heavenly Rest (Episcopal), walked in Fifth Avenue Easter parade.



His mother, 62, comes east from Owosso, Mich., to care for her grandchildren when the Deweys are away on campaign tours.



"I LOST MY BULGES and saved money, too!"



(Above) Unlovely bulges and sagging figure lines resulted from wearing incorrect corsets. (At left) In her Spencer bulges are gone, figure lines lifted into youthful grace. She saves money on corsets now, because her Spencer is guaranteed never to lose its shape.

Are you threatened with a bulging abdomen or a "spare-tire" around the waist? Are your hips beginning to spread? Then follow the example of this young woman and find out what a Spencer can do for you.

How to lose your bulges

Your Spencer corset and brassiere will effectively correct any figure fault because every line is designed, every section cut and made to solve your figure problem and yours only.

Spencers are light and flexible yet every Spencer is guaranteed to keep its lovely lines as long as it is worn! No other corset, to our knowledge, carries this guarantee. Prices are moderate—depending on materials. Stop, experiment now, the corsets that lose their shape after a few weeks' wear!

Have a figure analysis—free

At any convenient time, a Spencer Corsetiere, trained in the Spencer designer's method of figure analysis, will call at your home. A most interesting study of your figure will cost you nothing.

See your future beauty lines in fascinating free booklet

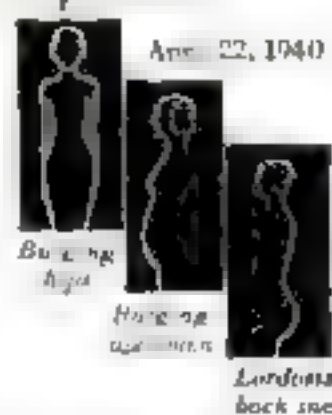
Send us the coupon below, or look in your telephone book under "Spencer Corsetiere" and call your nearest corsetiere for a most interesting illustrated booklet, "Your Figure Problem." This will not obligate you in any way.

Copyright 1940, Spencer Corset Co., Inc.

Write Anne Spencer

Anne Spencer,
Spencer Corset Co., Inc.,
133 Derby Avenue,
New Haven, Connecticut

Please send me your helpful booklet, I have checked my figure fault at right.



Tear out this coupon and send it today→

Do You Want to Make Money?

Ambitious women may find business openings as corsetieres in every state. We train you. If interested, check here ☐

Name _____

Address _____

Also made in Canada and England at Rock Island, Quebec, and 33 Old Bond, London, W. 1.

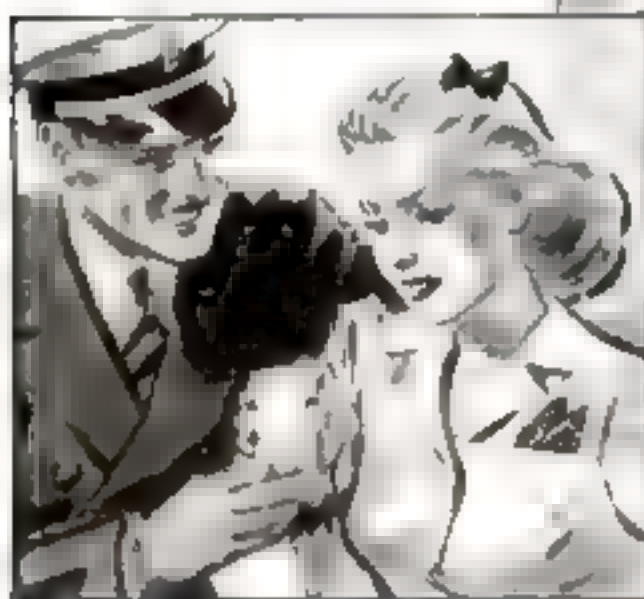
SPENCER INDIVIDUALLY DESIGNED CORSETS

PLUTO Got Me on Deck Within AN HOUR!

MRS: Today of all days! A thrilling regatta and instead of sailing with you, I'll spend the day in bed.

MR: This time I'm going to be firm. You're going to drink a Pluto Highball. It'll knock that dull, foggy feeling within an hour and then—nothing to worry about!

MRS: I don't see how any laxative can be as swift as you say and not upset me completely.



MR: Pluto'll show you! It's swift but gentle as a lamb, too!

AFTER THE RACE

MR: WE WON, skipper! I could never have done it without your snappy work!

MRS: And I wouldn't have had barrels of fun if you hadn't insisted on Pluto. It's just amazing the way it relieves constipation so swiftly and so completely.

★

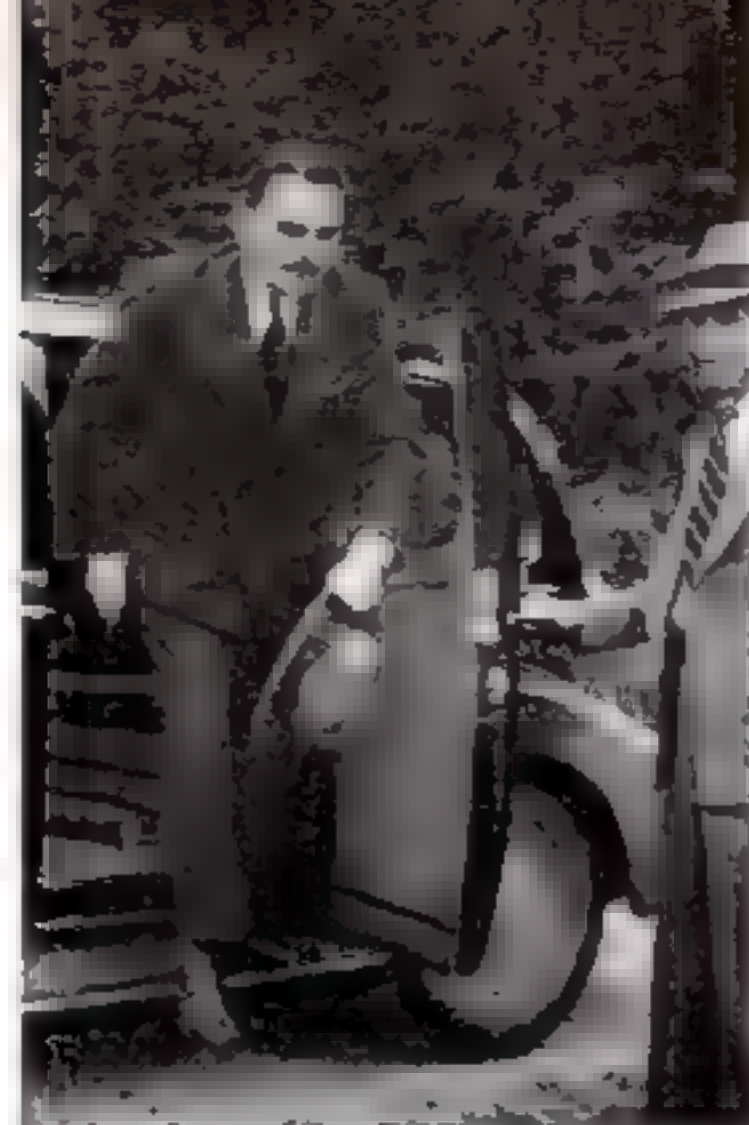
Get Pluto Water at your druggist's today for real one-hour relief whenever you need a laxative. Two sizes, 25c and 50c; also Pluto Highball 10c at all soda fountains and bars.

PLUTO Water

From Famous French Lick Springs



WHEN NATURE WON'T — PLUTO WILL



He commutes to his summer home twice a week by car, reading or talking business, accompanied by a New York detective (right)



His summer home at Pawling, N. Y., 65 miles from the city, is a 12-room house surrounded by 300 acres.

TOM DEWEY (continued)

of town when the bank case came to court. Rather than let it be tried by an assistant, he retained George Zerdin Medalie, one of New York's best-known trial lawyers, assigning Dewey to explain the details and prepare the briefs. Medalie and Dewey hit it off from the first. When, on the last day of the case, William D. Mitchell, then Attorney General of the U. S., called the former from Washington to offer him the post of U. S. Attorney for the Southern District of New York, Medalie, having accepted, naturally offered an assistant's job to Dewey who happened at the moment to be sitting in the next room. Dewey had a case of indecision. It was not until after MacNamara had urged upon him the broadening effects of public service and after Medalie had boosted his inducement to the post of Chief Assistant that Dewey was persuaded to accept.

Dewey's career in Medalie's office was cut short by his boss's retirement in 1933 but Medalie, greatly impressed by his protégé's ability both as an executive and an energetic researcher, delayed resigning until two days after Dewey began the trial of his biggest case against the celebrated bootlegger and racketeer Waxey Gordon, so that the new United States Attorney would not take over Dewey's carefully prepared case. As U. S. Attorney, Dewey won his spurs by trying the Gordon case. The conviction won by Dewey placed him in the public eye for the first time and set the stage for greater things to come.

Dewey is appointed to prosecute rackets

On leaving the U. S. District Attorney's office, Dewey set himself up in private practice. In 1935, a New York Grand Jury took the unprecedented step of asking Governor Lehman to appoint a special "rackets prosecutor" to dig up evidence on cases that appeared to have overtones of political protection. Lehman asked four well-known lawyers to take the job. All of them, occupied with profitable practices of their own, saw no advantage to be gained by leading what looked like a hopeless wild-goose chase. The last of Lehman's prospective appointees was Medalie. Medalie persuaded the other four to join him in unanimously urging that Dewey be given the job. Lehman agreed, though protesting to the last that he considered Dewey too obscure.

Thus there began in 1936 the spectacular assault on the prostitution industry that made Dewey's name a byword in the land. Cleaning up the city's vice dens was not Dewey's idea of what he had been hired to do. He was reluctant to attempt anything of the sort until preliminary probings had shown him that brothels were actually subjected to an outrageous protection tribute imposed by the same clique of racketeers whose attentions to respectable enterprises made them his legitimate prey. As it turned out, his choice of a field of endeavor could scarcely have been shrewder.

In the entire gamut of human affairs, the subject that appears to have most general interest is that of Sex. If Dewey had spent his career as special prosecutor in chasing loan sharks, poultry kings and labor-union chiselers, the nation's press would probably have given the whole procedure about the same amount of space accorded to a job-wanted advertisement from a Chinese short-order cook.

When, after several months of burrowing in the dark, Dewey hauled down to his offices in the Woolworth Building—dramatically soundproofed, honeycombed with secret entrances and exits, and buzzing with self-important young assistants—a huge cross-section

HOME OF
PLUTO WATER

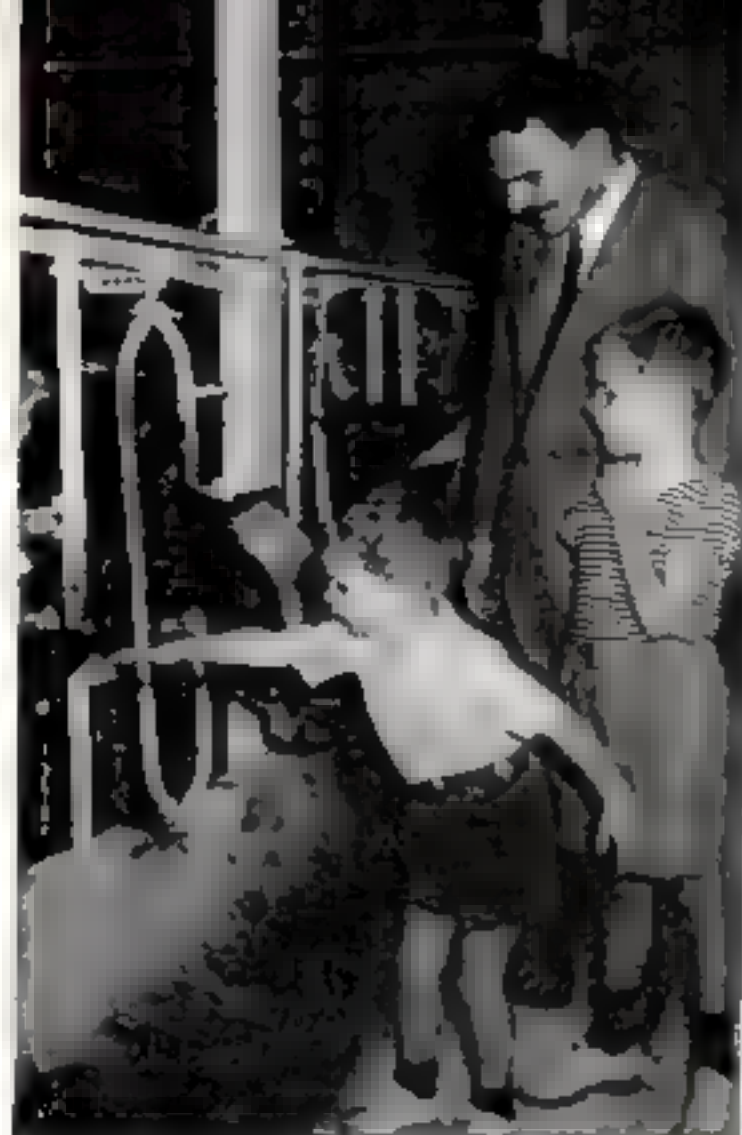
TAKE A HEALTH HOLIDAY At Famous French Lick Springs

No need to go abroad for the waters of a famous spa. For generations, the health benefits of Pluto Water have attracted visitors from all over the world. Now you can enjoy these same benefits with every luxury of a world-renowned resort hotel at surprisingly low cost. Write for details.

FRENCH LICK SPRINGS HOTEL
FRENCH LICK, IND. — T. B. TAGGART, Pres.
Served by
the Women and Baltimore & Ohio Railroads



which he purchased last year for \$3,000 in cash and a \$17,000 mortgage. Grounds include large woods.



On his model farm, Dewey, who as a country boy kept chickens, shows his city-bred children dairy. Farm has 30 cows, two bulls, 18 calves

of New York's grubbiest night life, it was not merely a page-one sensation in the city. Newspapers all over the land smeared the exciting and improving details of the raid all over their front pages. The trial that followed surpassed the expectations raised by the raid. In it that perennial favorite of fiction and the cinema, the noble prostitute, appeared in the flesh not once but serially, in the persons of such dignitaries as Mildred Harris, Nancy Presser, Cokey Flo Brown, Gashouse Lil and a young woman with the almost incredible work name of Jennie the Factory. When Lucky Luciano and his friends had been declared guilty 793 times, even Dewey's later investigation, as District Attorney, of such humdrum celebrities as Louis ("Lepke") Buchalter, Jacob ("Gurrah") Shapiro and Jimmy Hines became a sort of front-page *Arabian Nights* series about New York, with the same hero for each installment.

Dewey becomes national hero

It remains an open question, now that all the excitement is over, whether New York is actually quite as thoroughly purged of organized crime as civic-minded citizens would like to believe. In any case, long before Cokey Flo and her companions had returned to private life, Dewey had become a national hero along with Clark Gable, Joe DiMaggio and Lindbergh, and was ready for his reward as such.

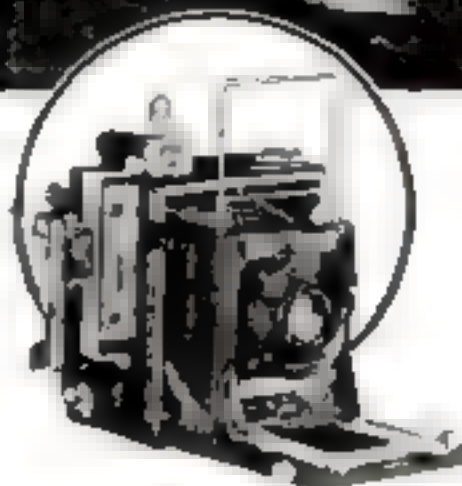
In some countries like England, the normal human reservoir of hero worship is provided for by a permanent hero in the person of a king. In the U. S., however, where heroes come and go like swallows, the need for one in 1936 was being felt not only by the country as a whole but also by the Republican Party in particular. Consequently, for several years, instead of having to attend the laws of seniority and precedence, a Republican had only to raise his head above water to be acclaimed as Presidential timber. Dewey's reward as a national hero came not in the form of a ticker-tape parade up Broadway but as a Presidential boom, which harked back 42 years to that of his grand father's third cousin, the hero of Manila Bay.

When the late Admiral George Dewey was first mentioned for President, he modestly declined the honor, saying he thought the job was beyond him. Later, he announced that he had examined the situation more carefully and found that the job of President was easier than he had thought at first and that he could therefore safely undertake it. As a result of his stupidity, he found himself installed by his grateful country, not in the White House, but in a mere house, which he finally deeded to his second wife. The Admiral's young fifth cousin made no such tactless blunder.

The first squeakings about Tom Dewey for President began to be heard when, persuaded to run for District Attorney of New York County in 1937, he won by 109,019 votes, or 18,130 more than Mayor LaGuardia. When Lehman nosed him out for the governorship the next year, the microscopic margin of Dewey's defeat—64,394 votes out of 4,821,631 cast—made it a moral victory. When Dewey discovered, by perusing the Gallup winter book in 1939, that the country still regarded him as its No. 1 Republican Presidential entry, he was as much surprised as anybody else but his poise was never shaken. After considering the situation calmly, the conclusion reached was that he could probably handle the Presidency as well as anyone else in sight and had best take a shot at it.

No one with a voting residence in New York City has ever been elected President. In Dewey's case this precedent may prove to be worthless. To the nation's out-of-town population which fears the

CONTINUED ON PAGE 33



"GRAPHIC GRAFLEX PHOTOGRAPHY" By Willard D. Morgan, Henry M. Lester and 20 other experts. More than 400 pages. —hundreds of illustrations. Only \$4

Get the NEW Graflex Catalog!

New catalog of Graflex and Speed Graphic Cameras, with illustrations and articles by leading authorities. Free at your Dealer's. Or send 50c in stamps or coin for postage-handling to Folmer Graflex Corporation, Dept. L-17, Rochester, New York, U. S. A. See coupon at right.



GRAFLEX Prize-Winning CAMERAS

Win Prizes with a SPEED GRAPHIC

This exceptional Speed Graphic picture won for Mr. Fisher First Prize in the pictorial class at the Fifth Annual Exhibition of the New York Press Photographers' Association. . . . Whether you are interested in competitions or not, you'll find yourself turning out better work with prize-winning American-made Graflex and Speed Graphic cameras. Available on easy payments at your Graflex Dealer's. When in New York City visit the Graflex Display Rooms at 50 Rockefeller Plaza.

FOLMER GRAFLEX CORPORATION
DEPT. L-17, ROCHESTER, N. Y. U. S. A.
Please send me the new Graflex catalog. Enclosed is 50c in stamps or coin for postage-handling.

NAME _____
ADDRESS _____
CITY _____ STATE _____



Vanity Fair BANDEAUX

APROPOS, the new bandeau that uplifts, contours and moulds the bustline into buoyant, softly rounded curves. Smooths your silhouette, "lifts" your carriage, makes you graciously poised. At better stores.

Left: No. 9540, Sheer Net
in sizes 32 to 38 . . . \$1.50

Above: No. 9551, Sheer Net and
lace, in sizes 32 to 38 . . . \$1.50

Send for Brochure of Vanity Fair Sleepwear and Underwear Fashions
VANITY FAIR SILK MILLS • READING, PA.

Who could it

WITH A PERCEPTIVE HEARING LOSS, THE HIGH TONES SUCH AS "TH" "SH" "T" "F" ARE OFTEN LOST. "SIGH" MAY BE CONFUSED WITH "SHY" "BONE" WITH "STONE".

This shoe should fit

BUT THIS IS HOW IT SOUNDS AFTER THE HEARING LOSS HAS BEEN "MENDED" WITH THE LATEST SCIENTIFIC SONOTONE HEARING DEVICES!



The Audiogram made of Mr. Paul S. Watson, curator of astronomy in a Baltimore scientific institution, gives Sonotone Consultant M. L. Starkey a picture of the nature and extent of Mr. Watson's hearing loss.



THE MAN WHO MENDS LIVES

Last year, 200,000 people met one of the most interesting men in America. He's listed in the telephone directories of over 120 cities as the Sonotone Consultant. And his job is mending people's lives!

But it's vastly more than a job to him. Each new day is a new adventure. He knows that deafness isn't just the physical handicap of missing what's going on—but is often a terrible corrosion that eats into a man's personality, upsets his social relations, wrecks his health, and often his job. And each new hard of hearing person may be another chance to mend a broken life!

But to the Sonotone Consultant the big thrill is his conviction that he can deliver a service to the hard of hearing no other man in America can match!

For his Company carries on the most extensive scientific research that has ever been done on hearing aids. He works hand in hand with the men who pioneered the bone conduction oscillator, the brilliant improvements in air conduction design—the variable pitch amplifier—the bifocal goggle—the wearable vacuum tube hearing aid—and half a hundred other inventive triumphs.

And when he sits down in his office with a hard of hearing man he can not only offer the most advanced hearing aids science has yet developed, but with exclusive fitting apparatus he can measure that man's hearing loss and fit a Sonotone to his particular needs as if made to order!

What man wouldn't get a thrill out of a 100% job like that?

Lecturing to more than 25,000 people each year, Mr. Watson must answer hundreds of questions from his audiences. The Audiogram *left* by our analysis Consultant Starkey is picked from a possible 1500 adjustments, the Sonotone fitting best adapted to Mr. Watson's needs. *Below*: A corner of the great Sonotone research laboratories at Elmsford, N. Y., that make this precision possible.



IT TAKES YOUR BREATH AWAY..THIS ADAMS CLOVE GUM



EASY TO CARRY ANYWHERE—EASY TO USE



THAT SPICY FLAVOR PUTS PEP IN YOUR STEP



REFRESHING AS A NEW JOKE



FOR A REAL THRILL—TASTE ADAMS CLOVE GUM!



ADAMS CLOVE CHEWING GUM

A FLAVOR FROM THE ISLES OF SPICE

TOM DEWEY (continued)

metropolis as a vice den, he symbolizes not New York but a sort of Michigan Hercules who tidied up its Augean stables.

Dewey's youth has been generally accepted not as a liability but as better evidence than a thousand speeches that he is looking forward instead of backward. Last autumn, Dewey's detractors predicted that he would be, politically speaking, the first casualty of the war, on the assumption that the electorate would scarcely entrust the Presidency to a whippersnapper in a moment of emergency. Actually, his prestige has increased, as though, convinced by White House propaganda about gangster nations, people felt that a star District Attorney were exactly what the country needed.

Luck important factor in Dewey's career

As an orator, Dewey lacks Franklin Roosevelt's charm but he can deliver the smokiest platitude in such a way that it sounds like a bit of brand-new evidence just mined by a special investigator. His honesty, morals and good health have not been questioned. As a final point in his favor, a considerable quantity of good luck—which Dewey himself prefers to consider Destiny—has helped him in his career. The traditional U. S. attitude to a lucky person is the generous one of more power to him, and the only demand made of a young man who detects in his affairs that tide which, taken in its flood, leads on to fortune is that he should not miss the boat. So far, Dewey has always been found waiting on the pier with his luggage packed and plastered up with stickers.

The case for Dewey is undoubtedly a strong one. What the Republican Party will presently have to consider, however, is the case against him, which the professional opposition can be counted on to state emphatically when, as and if he is nominated. Added up at present, this appears to read in outline as follows: 1) if not too young, he is certainly too inexperienced; 2) in personal contact he gets along badly with people; 3) as a prosecuting attorney he disregarded civil liberties on the theory that the end justified the means, and if he attempts to use the same dangerous reasoning in the White House, he will turn out to be a sort of Hitler in Boy Scout clothes; and 4) he is pompous and conceited.

To people who, in his presence, raise the stock demurrer that he is too inexperienced for the Presidency, Dewey, who thinks he is sufficiently experienced, has a stock reply. He points out that properly speaking no one can be qualified for the job beforehand. He then adds that, while the other leading Republican aspirants may have legislative experience, which he lacks, they all lack executive experience, which he has.

On analysis, the people with whom Dewey gets along worst appear to be the press. Reporters accuse him of the grave misdemeanor of tattletaling to publishers when displeased with their stories. Since one of a President's major jobs is to get along with the press, the fact that reporters have never responded to Dewey in the way they respond for instance to Franklin Roosevelt constitutes a genuine black mark against him.

The claim that Dewey's closest associates do not like him will not bear inspection. Lawyers who work or have worked in Dewey's office might be expected to resent that accolade accorded to him in view of the public lack of interest in themselves. On the contrary, most of them sincerely like their boss and praise particularly the skill

CONTINUED ON NEXT PAGE

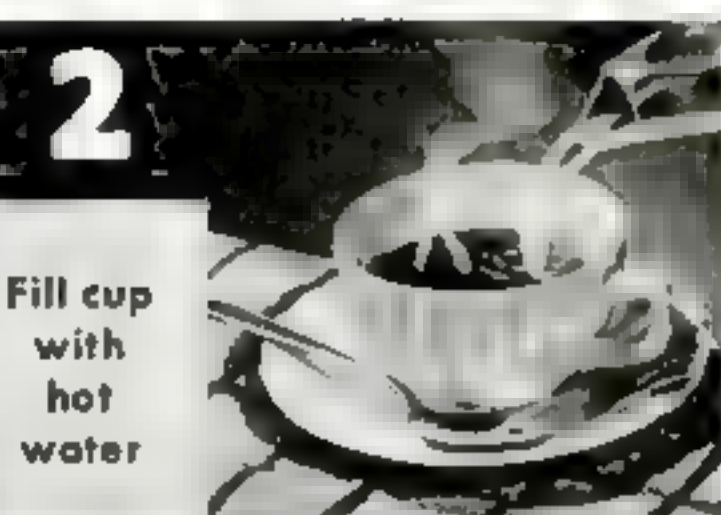


At golf, he shoots in the high 90's, once made a 79. He has no time for sailing, and squash and tennis are too strenuous.



At tennis, which he has given up, his game left something to be desired. As a boy, he played football and flew kites.

BETTER COFFEE every time this EASIER WAY



See how easy it is to make coffee the G. Washington way!

All the trouble of coffee-making has been removed. All the uncertainty of ordinary methods has been removed too. You can't make mistakes when you use G. Washington's because G. Washington's Instant Coffee has been brewed for you by scientific methods. That's the reason you get perfect coffee every time. All you have to do is add hot water. Every cup is always clear, full-bodied, stimulating coffee. It's all coffee, pure coffee. Nothing added to dilute its refreshing stimulation.

Try this amazing cup-made coffee.

Your grocer or delicatessen has G. Washington's Instant Coffee in those wonderful little metal packets called "ACES". Each holds the right amount for one cup. Easy to carry. Easy to use.

G. Washington, Morris Plains, N. J.

G. Washington's
INSTANT COFFEE
THE COFFEE PART
OF THE COFFEE BEAN

IS CONSTIPATION A PROBLEM WITH YOU?

Registered nurse answers typical questions asked by
218,000 visitors at Saraka World's Fair Exhibit.



Mr. E. G. Y.,
Scranton, Pa.

WHAT GENERALLY CAUSES CONSTIPATION?

A. The civilized way we live. We eat refined foods... ride instead of walk. Constipation often results. To relieve this condition, medical science developed Saraka to provide bulk for the intestines to exercise on.

IS SARAKA COMFORTABLE TO USE?

A. Saraka is a pure, vegetable product containing no harsh, violent-acting, habit-forming drugs. Saraka helps strengthen flabby intestinal muscles... helps thousands regain more normal bowel rhythm.



Mrs. M. A. H.,
Salem City, N. J.

HOW DOES SARAKA DIFFER FROM ORDINARY BULK LAXATIVES?

A. Saraka E-X-P-A-N-D-S 7 times more than agar agar, 9 times more than psyllium, 8 times more than bran. Its tiny granules of bassorin form soft, smooth, lubricating bulk that intestinal muscles can "take hold of." Saraka has a specially prepared cortex frangula that gently stimulates intestines to keep waste products moving.

CHECK THESE ADVANTAGES:

- 1 No griping pains
- 2 No sharp seeds or scratchy particles
- 3 No harsh action
- 4 Not habit-forming
- 5 Pleasant to take
- 6 Economical to use

Copyright 1939, Union Pharmaceutical Co., Inc.

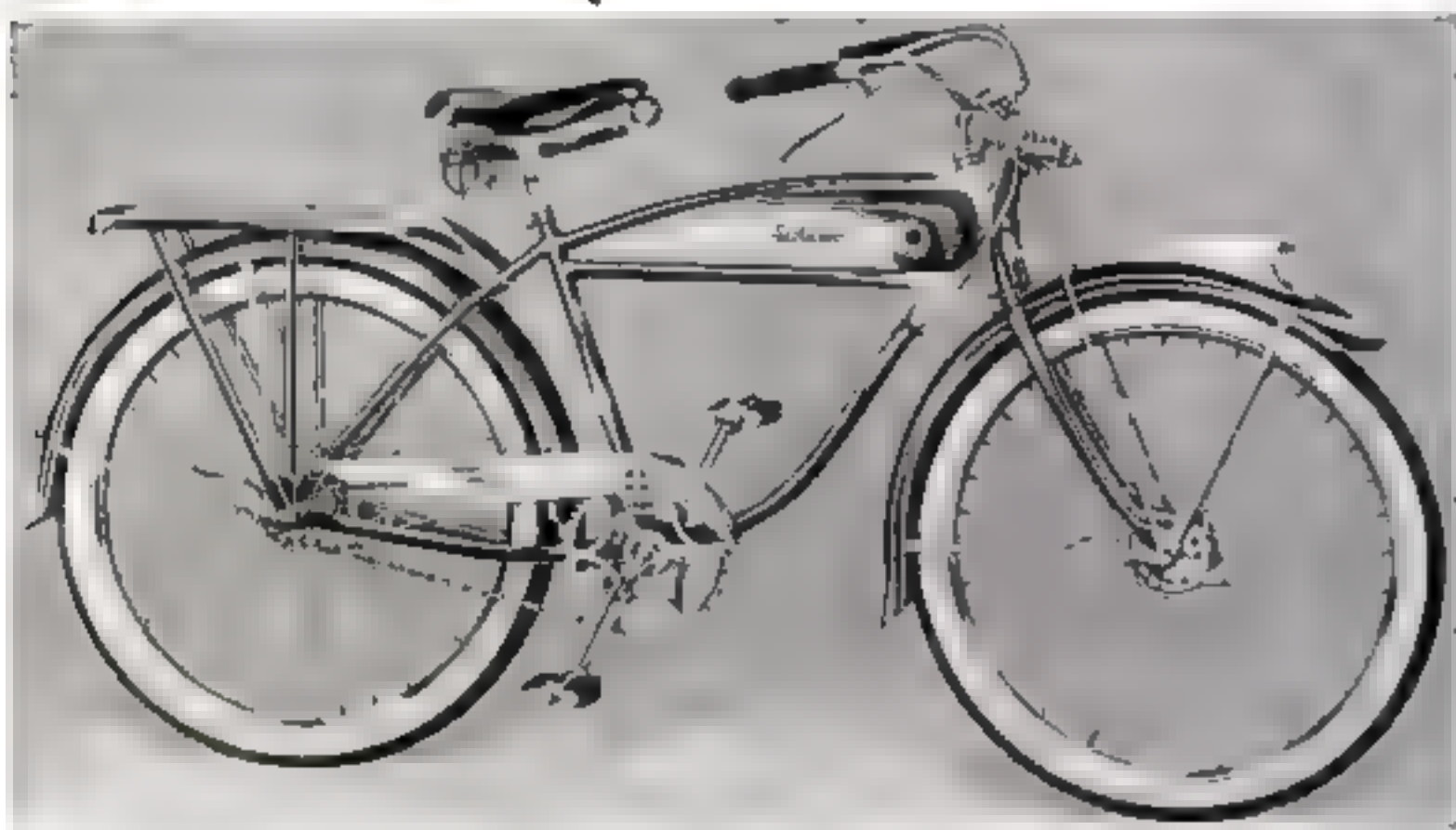
SARAKA FOR CONSTIPATION

A Modern "Diet-aid"
that provides for

*Intestinal
Exercise*



Spring Styles... Spring Colors IN Schwinn-Built Bikes



New and colorful as the first robin! That's the 1940 Schwinn-Built bicycle buyer's guide—a 24-page booklet loaded with natural color illustrations of America's finest bicycles, all guaranteed for life by the maker!

Get your copy of this beautiful free booklet before you buy. Send for it now! Address: Arnold, Schwinn & Co., 1750 N. Kildare St., Chicago.

New,
FREE
Bike
Book!



Ride Schwinn-Built Bicycles

TOM DEWEY (continued)

with which he delegates authority—a tribute corroborated by the fact that nowadays Dewey's office runs like clockwork whether he is in town or not. Most Dewey underlings have paid him the compliment of imitation, sometimes exercise with their chief in the Woolworth Building Gymnasium. Most of the men, like Dewey who got the trick from Medallie, lunch at their desks, and there are seven Dewey mustaches among his 20 chief assistants.

The gossip charge that Dewey has no respect for civil liberties is based on evidence that, in prosecuting New York racketeers, he used unconventional methods to persuade recalcitrant witnesses to talk. Whether these methods were actually extra legal and whether they show him to be unfitted for the Presidency are questions that have not yet been answered but that will doubtless be fully discussed later on if the need arises. While Dewey has been loudly charging the New Deal with fundamental dishonesty, Messrs. Corcoran and Cohen have been quietly assembling a file in an effort to combat these charges in case Dewey gets the nomination. As to the charge that he is a Boy Scout, Dewey has not yet felt compelled to resort to a radio speech like the one made by Hugo Black when he was accused of belonging to the Ku Klux Klan. Actually, he was once a Scout but only for two years. He never liked it much and allowed his membership to lapse when he was 14.

When U. S. Attorney John P. Cahill was starting his New York campaign against crime, someone asked the District Attorney of New York whether or not he thought that the U. S. Attorney General would steal some of his thunder. Dewey gave this question serious thought and replied: "No, I don't think so. After all, there was only one Lindbergh."

On one of his recent western trips, he was late in reaching the back platform of the train and a local politician stood up to fill in time by talking to the crowd that had already gathered. When Dewey came out of the car, he was plainly indignant and said later: "I won't have other people making capital for themselves out of crowds that have come to hear me."

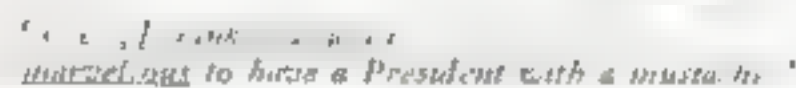
Incidents like these give weight to the final accusation in the anti-Dewey dossier. While a young man who has spent the first 30 years of his life in almost complete obscurity may, by study, learn most of the answers to the questions a Presidential candidate should know, the trick of imparting his knowledge tactfully is much harder to acquire. It takes long practice to learn to use even such simple phrases as "Off the record," or "I do not care to make a statement" in such a way that they do not seem arrogant. For a man of Dewey's age to do it in his first decade in the political arena is practically impossible. Actually, while intensely concerned with himself and almost morbidly addicted to the pronoun "I," Dewey's state of mind about Dewey betrays that curious mixture of admiration and distrust often perceived in otherwise well-adjusted only sons.

For a Presidential aspirant of 38 whose personality is a campaign issue, it is impossible to be too careful about details. Renting a pew in the Church of the Heavenly Rest, six blocks from his house, in-



Young people go for Dewey because of his youth. These Wellesley girls, representing Wyoming and Minnesota at a college Republican convention, carried signs which panned: "Do we Love Him? Dewey" and "Don't Starve! Chop Suey with Dewey."

One trouble with the hero-for-President principle is that if the hero is frustrated in his efforts, his feelings may get hurt and the country be thus deprived of the contributions, in other directions, of an able citizen. In Dewey's case no such mishap is likely. Having followed the copybook maxims for success, Dewey himself is a trifle awed by 1) the scale and 2) the speed with which they have been corroborated in his case. He realizes that if he does not make it this time, the White House will not blow away. Dewey's attitude toward his candidacy is typical. He is delighted to have had the chance to tell large audiences what he thinks of the New Deal and takes pride in the feeling that, even if he does not win the nomination, he may already have done his country good.



95



On country road, the Roslyn, L. I., hostellers bicycle through Pennsylvania farm land, where the spring ploughing has just begun. Hostel groups often pair up for side trips.



Through barnyard in Pennsylvania's prosperous Lancaster County, hostellers detour onto a gravel road. Away from highways, they visit the picturesque Pennsylvania Dutch farm settlements.

HIGH-SCHOOL STUDENTS TAKE BICYCLE VACATION ON YOUTH HOSTEL TRAIL

At dawn on the first day of their spring vacation, 17 boys and girls pedaled away from the steps of their famed progressive public high school at Roslyn, L. I. Traveling 15 to 60 miles a day for the next eleven days on back roads and through farmers' barnyards, they saw the first signs of spring in the New Jersey countryside and in Pennsylvania down as far as Lancaster. Along the way they continued their progressive schooling, by exploring a watch

factory, a steel mill, stockyards, a slate quarry, Amish farmhouses, historic graveyards and the home of President James Buchanan.

Cost of the trip was little more than \$1 apiece per day. Secret of this economy is the American Youth Hostels, where overnight shelter costs each youth only 25¢. This summer the Roslyn boys and girls are planning an extensive hostel expedition embracing the U. S. Southwest and Mexico.

Highway map sets two girl hostellers on the right road. The best long-touring bicycles (below) are English style, with three-speed gearshift for hills and hand brakes.

Girl hostellers gather in hostel owner's kitchen to get warm before jumping into cold beds upstairs. Hostel keepers supply blankets, hosteller carries only a sleeping sack to use as sheets.





Amish buggy sets the pace for three of the Roslyn hostellers. Riding in small groups, the hostellers avoid traffic dangers, follow their own whims in exploring country.

The American Youth Hostel organization has its headquarters at Northfield, Mass. A Youth Hostel pass costs \$1 for those under 21, \$2 for those over. With 15,000 members and 250 registered hostels, it is already an established national institution. The best organized area is New England, where hostels on farms and on college campuses are spaced a day's hike or ride apart. Newer hostel loops, through the Southern mountain regions, around the Great Lakes and through the Rockies are slowly being linked into one long transcontinental hiking-biking trail.

Boy hostellers sleep in tiered bunks in boys' dormitory at Stroudsburg, Pa., hostel. Community committees set up hostels under charter, charge 25¢ to cover expenses.



3
performances
daily—



8 A.M. Poking them in! Hurrying husbands and hustling schoolboys take time out for breakfast—with toast 'n jam!



4 P.M. Standing room only! The line starts forming when the school gang dashes in for hearty spreads.



12 P.M. A sellout! With after-the-movie appetites clamoring for a midnight snack, there won't be any toast 'n jam left.



YOU may think you're buying just a "breakfast" set . . . but lo and behold, you find it's *always* busy, for after-school snacks, pick-up lunches, Sunday night suppers, and midnight feasts! What a prize it is—this handsome Toastmaster Toast 'n Jam Set! Walnut tray, colorful Strangl pottery jam and

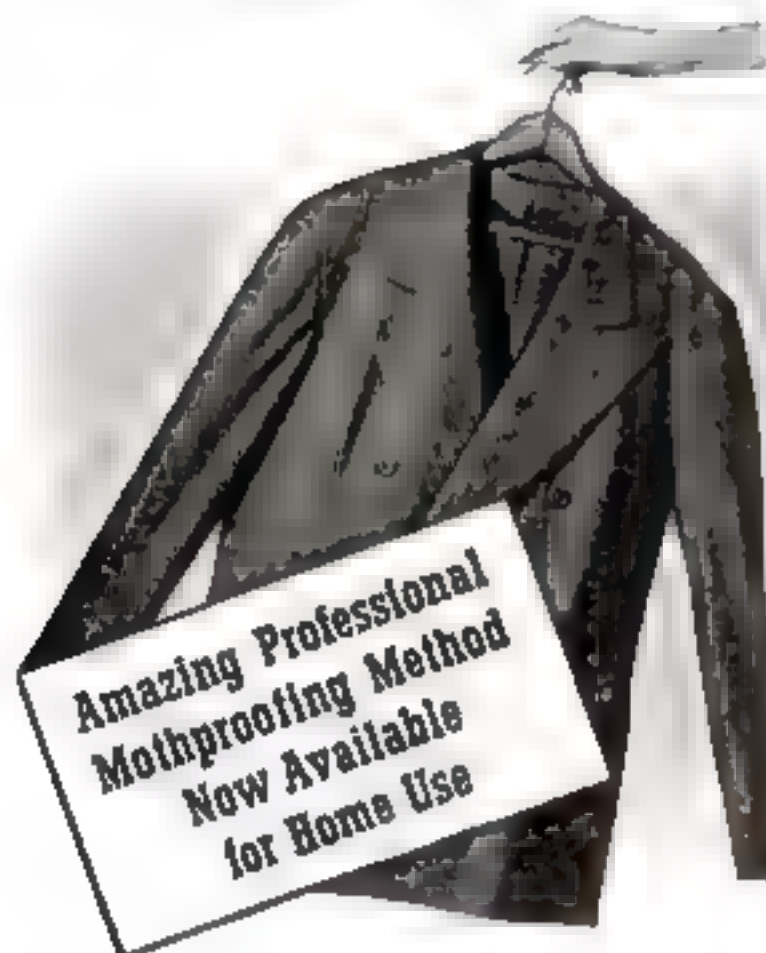
marmalade jars, super-efficient Toastmaster toaster, automatically timing the toasting and popping up the perfect slices . . . and only \$17.95 (toaster alone, \$16)! See it, and other Toastmaster® products (\$7.50 to \$23.95), wherever the best electric appliances are sold.



TOASTMASTER *Toast 'n Jam Set*

U.S. PAT. OFF.
**TOASTMASTER® is a registered trademark of McGraw Electric Company, Toastmaster Products Division, Elgin, Ill. • Copyright 1940, McGraw Electric Company.

MOTHS WILL NEVER EAT THIS SUIT



Amazing Professional
Mothproofing Method
Now Available
for Home Use

YESTERDAY Bill Johnson bought this \$45 suit. When it arrived, Mrs. Johnson immediately sprayed it all over with LARVEX. That took only a few minutes and cost less than a single "pressing"—yet gave Bill's suit the positive LARVEX protection against moth damage that has been used for years by leading woolen mills, laundries and dry-cleaners.

As a result of spraying all their clothes—old and new—once a year with LARVEX, the Johnsons will never find a moth hole.

WHY NOT?

Because moths starve to death rather than eat LARVEXed clothes, sofas, rugs and drapes... and there's no odor, no wrapping, no storing away! Your woolens are protected against moths for an entire year and not even dry-cleaning will impair this sure protection!

And LARVEX is inexpensive—only 79¢ per pint, \$1.19 per quart. So it costs less than a single pressing to mothproof a suit for a whole year with LARVEX. At all drug and department stores. LARVEX, Chrysler Building, New York.

LARVEX IS DIFFERENT...

QUICK!

A few minutes with LARVEX will mothproof a woman's coat for 12 months.

CHEAP!

67¢ worth of LARVEX will mothproof your expensive upholstered chair.

EASY! The LARVEX sprayer gives a continuous spray—so simple a child can use it.



See this spectacular display at your Larvex dealer's.



A covered dish showing treated and untreated cloth with live moth worms. Proof right before your eyes that moth worms cannot thrive on Larvexed material!

LARVEX

ONE SPRAYING MOTHPROOFS FOR A WHOLE YEAR

Youth hostels (continued)



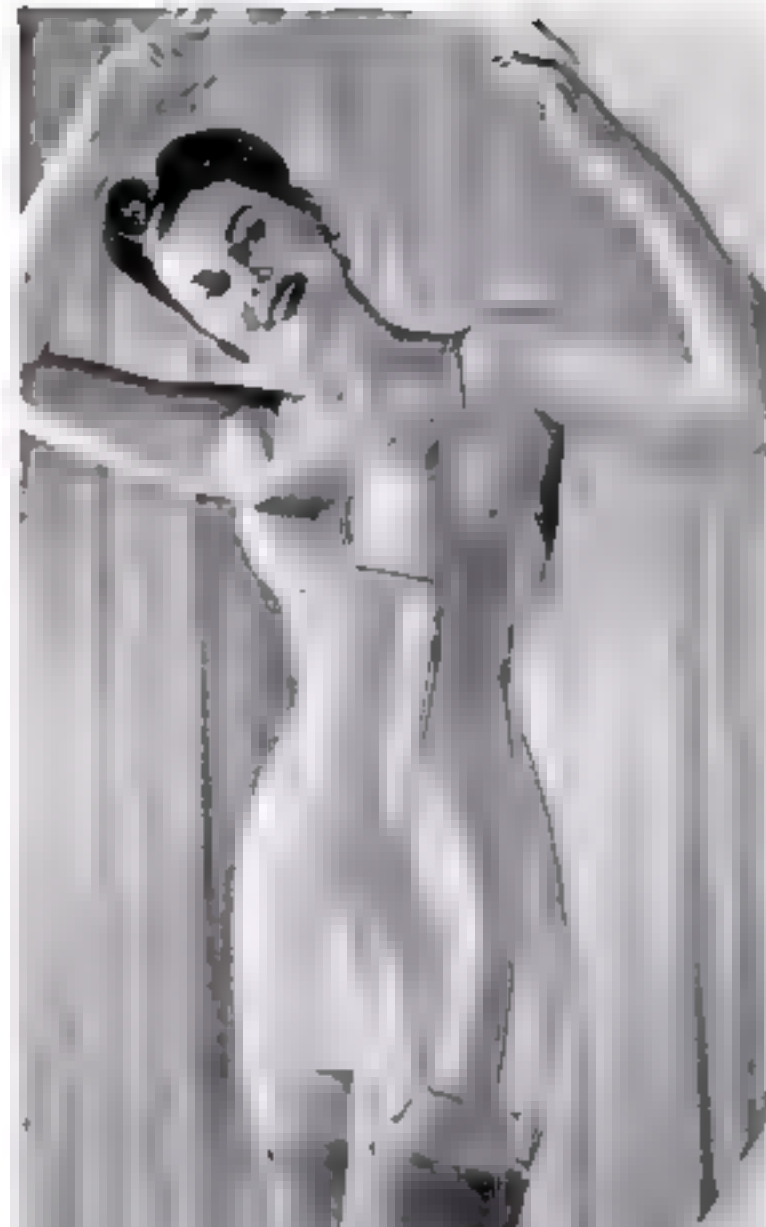
In graveyard in Pennsylvania Dutch country the hostellers dismount to rest, read ancient headstones. Among them they found the graves of Revolutionary war dead.



Youth hostel at Stroudsburg, Pa., is a historic 18th Century colonial trading post. Conference of hostellers on porch reviews day's route chosen by vote of the majority.



Hands joined around table, the Roslyn hostellers sing their own group song, composed by their leader, Robert Stanforth (center), social science teacher in the school.



MAIDEN FORM'S "ONCE-OVERS" have brassiere tops which truly fit!

Because they are topped with Maiden Form's own most popular brassiere designs, these lovely one-piece foundations can be relied upon for perfect uplift as well as for perfect control through waist and hips. Choose from seven different brassiere tops, to find the "Once-Over" best suited to the needs of your bustline. You'll rejoice at the sculpture-perfect figure-moulding which it gives you!

"A legro"-topped "Once-Overs" (in the photo above) give smart "outlift" as well as "uplift" to bosoms of average proportions.

If your breasts are smaller than average, try a "Once-Over" with an "Adagio" top. (At the left).

AT ALL
LEADING
STORES
\$5.00
to \$10.00

"A la"-topped "Once-Overs" fulfill the needs of women with heavier-than-average breasts. Shown at the right.

Send for free Foundation Style Booklet S. Maiden Form Brassiere Co., Inc., New York, N. Y.



"There is a Maiden Form for Every Type of Figure!"

Men like their ladies neat!



Sh-h-h...she has "GAP-OSIS"

Funny, but men can't abide slips that show, stockings that twist. And woe to the girl who's guilty of "gap-osis"—a gaping placket. Only a tidy little Talon fastener can help her!



Be Wise! Listen to the 70 to 1 Majority

EVER HEAR about the lady who tried to cure "gap-osis" with the *wrong* kind of slide fastener?

It's a sad story—that came out when 56 leading stores questioned thousands of women.

But—cheer up—today the vast majority of those answering have learned how to protect themselves.

They say they prefer Talon slide fasteners! In fact, among the thousands who have a preference, "TALON" is preferred over any other slide fastener by more than 70 to 1.

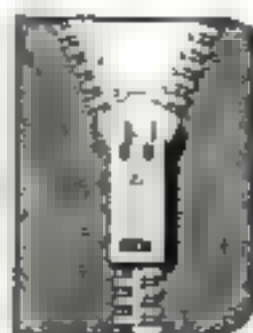
In other words, experience has shown most

women that the trademark "TALON" is the sure sign of a slide fastener that is dependable.

\$2.00 or \$2

Whatever you wish to pay for a dress—whether it's silk or cotton—even at \$2.00 you can now have a Talon fastener in the placket. Ask for it!

Because it's the dependable
slide fastener...women prefer
"TALON" 70 to 1



PUT AN END TO "GAP-OSIS" WHEN YOU REMODEL, TOO!

Give your old dresses the same modern touch you want in your new clothes. Sew a Talon slide fastener in the placket! It's no trouble at all!

You'll find Talon slide fasteners—in packages with full instructions—wherever notions are sold.

And you can always buy with complete confidence. For Talon fasteners come in only one "grade"—the best!

TALON SLIDE FASTENER ★ MADE BY TALON, INC. ★ MEADVILLE, PENNSYLVANIA

Reg. U. S. Pat. Off.

ARE YOU SATISFIED WITH YOUR GLASSES?



● If not . . . the best thing you can do is to visit a **GUILD OPTICIAN** and have him check your glasses.



● Expert adjusting and fitting by a **GUILD OPTICIAN** is often necessary for eye comfort.



● Should your eyes require other attention, he will give you dependable advice . . . and, if you wish, furnish you with the names of Eye Physicians (oculists) in your vicinity.



GUILD OPTICIANS are recommended by physicians because, through training and experience, they are skilled to make, fit and adjust glasses for best results. Look for this sign . . . it's your assurance of satisfactory glasses.

FREE—

May we send you this important booklet on the care of the eyes?



Guild of Prescription
Opticians of America,
Dept. L-7
703-6 Bailey Bldg., Philadelphia, Pa.

Kindly send me booklet EYES and name of nearest Guild Optician.

NAME

ADDRESS

PEOPLE



George M. Cohan, 61, is author, producer and star of *The Return of the Vagabond*, which opened in Providence on April 12. His play is a sequel to his 1920 hit *The Tarran*. Both local and State officials welcomed Mr. Cohan back to his native Providence April 10. He is shown here directing the dress rehearsal with his feet.



James Newton Demaret, 29-year-old pro at the Brae-Burn Club of Houston, Tex., became the nation's No. 1 money golfer, April 7, when he won the annual Masters' Tournament at Augusta, Ga., from one of the strongest fields ever convened. He is shown here, after finals, wearing the ancient hat to which he attributes his skill.

EVERY GOLDEN
GLASSFUL SPARKLES
WITH FLAVOR-AGED
GOODNESS



CLICQUOT CLUB

Golden Ginger Ale • Pale Dry Ginger Ale
Sparkling Water (Soda)

50 Years a Favorite!

Guard Your Youth Line

If you've been putting inches on your waistline and years on your appearance—take them off with—

PARIS GARDS

\$2

With TWO
detachable,
fly-front pouches



STREAMLINE YOUR WAISTLINE

● Restore trim athletic appearance . . . Assure ample support for sports activities . . . Promote correct posture . . . Relieve fatigue from walking and driving . . . Provide post-operative protection.

A masculine garment scientifically designed and expertly tailored of firmly knit elastic by the makers of Paris Garters, Suspenders and Belts—and that means Quality.

Also Paris Lacer-Gards with patented Lacer adjustable front \$2.50. If your dealer cannot supply you clip this Coupon to clip inches off your waistline. Satisfaction Guaranteed.

MAIL-O-GRAM

A. STEIN & COMPANY
1165 West Congress Street, Chicago, Illinois
Please send me _____ PARIS GARDS at \$2 each.

Please send me _____ PARIS LACER-GARDS at \$2.50 each.

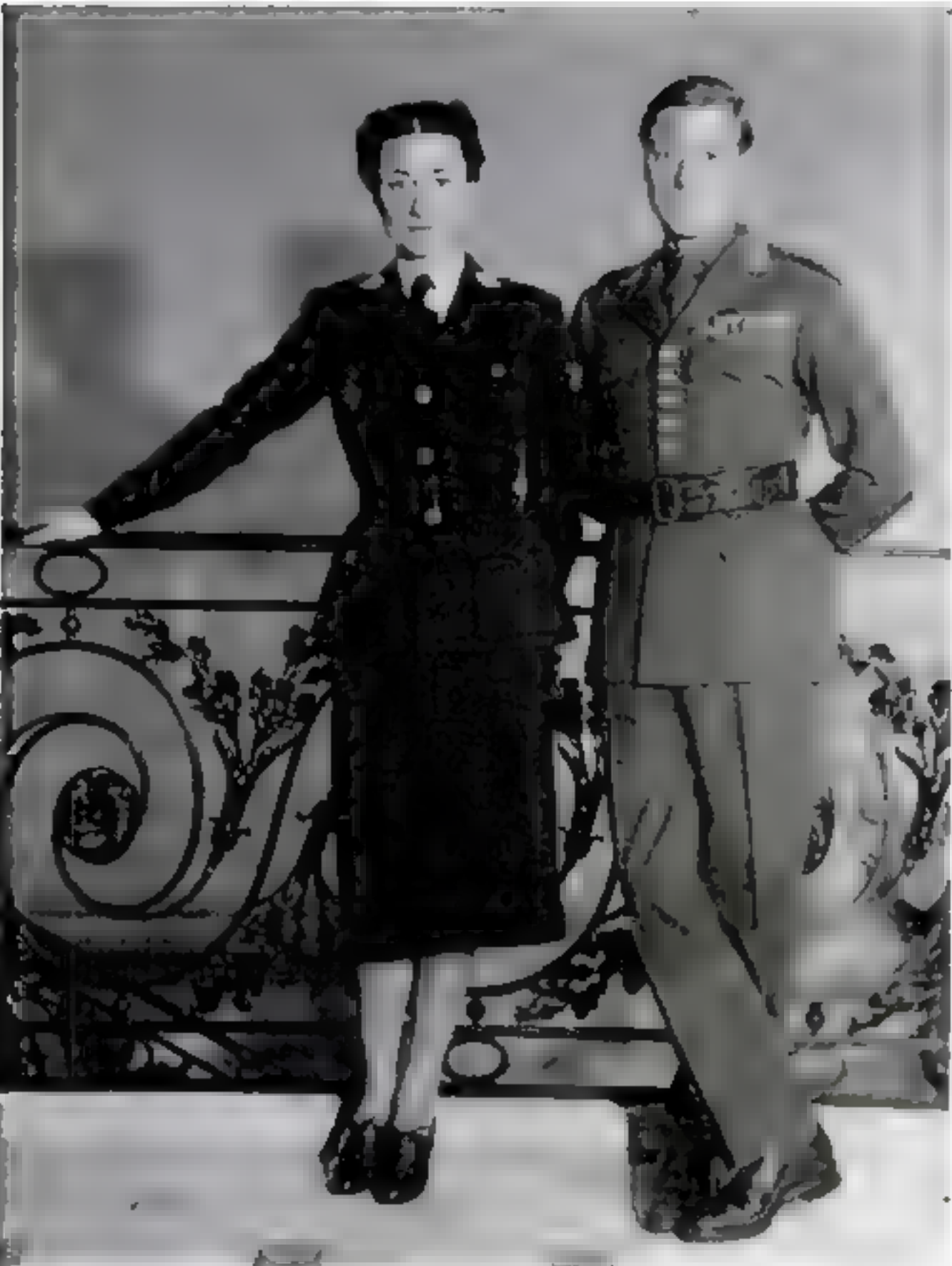
Waist size _____ Enclosed is Check _____

Money Order _____ Currency _____ for \$ _____

Name _____

Address _____

Dealer's Name, Please _____



The Windsors took time off from war duties last month to greet their old friends the photographers. The Duchess is wearing the uniform of the Section Sanitaire Automobile Féminine, a Red Cross auxiliary organization of drivers used for the transportation of medical supplies. The Duke wears a British Major-General's uniform.



Olof Swenson, Swedish wrestler, was welcomed by Dr. Heins Wieschhoff of the anthropology department of the University of Pennsylvania, April 3, as eagerly as his phrenological rival, "The Angel," was received by Professor Carleton Coon at Harvard (LIFE, March 4). Swenson, who is 35 years old, has a beautiful wife, no children.

CONTINUED ON PAGE 101



"Hold it, dear! I'll be with you as soon as I finish enjoying my Mennen SHAVE!"



No razor-bite...no worries about wiry whiskers when you use oil-dissolving, hair-penetrating Mennen Lather Shave! This champion whisker-wilter offers you closer, smoother shaves...no yank, no pull. Want real shaving comfort? Then, say to your druggist, "Mennen Lather Shave for mine!"

Mennen makes a swell Brushless, too.

TRY THE 3-STEP MENNEN SHAVE—SHAVE CREAM—SKIN BRACER—TALCUM FOR MEN

The 12 Most Distinguished Tables in America

Imperial MASTERS Tables

"The FERRIS tier table has so much distinction and charm...and it's so useful, too!" exclaimed Anne Shirley* when she chose this smart creation from Imperial's new MASTERS group of 12 beautiful mahogany tables. These same MASTERS tables are now featured by leading stores. Prices range from \$14.75 to \$37.50. The Ferris shown here is \$24.75. Slightly higher at distant points.

*Appearing in RKO's "Fog in the Night."

IMPERIAL FURNITURE
COMPANY
GRAND RAPIDS, MICHIGAN



Please send me your new illustrated booklet on "THE CHOICE AND USE OF TABLES," for which I am enclosing 10c.

My name.....
Address.....
City.....State.....

75-9

BEAUTY of TONE and STYLE

"—this booklet helped
so much in buying!"



Let this helpful 24 page booklet (fully illustrated with 15 authentic living room arrangements) solve your problem of where and how to place a piano. It also shows how to select a piano, what to look for in style, construction, etc. Mail coupon below!



THERE'S both beauty and harmony in the twelve styles of lovely Lester Betsy Ross Spinets, one of which is shown. Lester Pianos have been America's outstanding values for over half a century and are sold by dealers everywhere. Betsy Ross Spinets from \$245 to \$450. Lester Grand Pianos from \$430 to \$1820.

LESTER

Betsy Ross Spinets
and Grand Pianos

SEND FOR THIS BOOKLET



MAIL NOW LESTER PIANO MANUFACTURING CO., Inc.
Lester, Penna.

Send me this 24 page booklet. I enclose 10c for mailing.

Name _____

Address _____

Formfit
GIVES YOU
"Life"
FOR YOUR
lifeline



YOUTH, its vibrancy and magnetism, reaches its apex in a bustline that is firm, proud and pronounced. To attain such youthfulness after nature's own pattern, Formfit designers have long studied the delicate subtleties of the attractive bustline and present now their master creation appropriately called LIFE. Visit your favorite shop or corset department and start to enjoy LIFE today

SPORTS LIFE
DA LIFE
NIGHT LIFE
FOR EVERY OCCASION
AND IN EVERY WIDTH

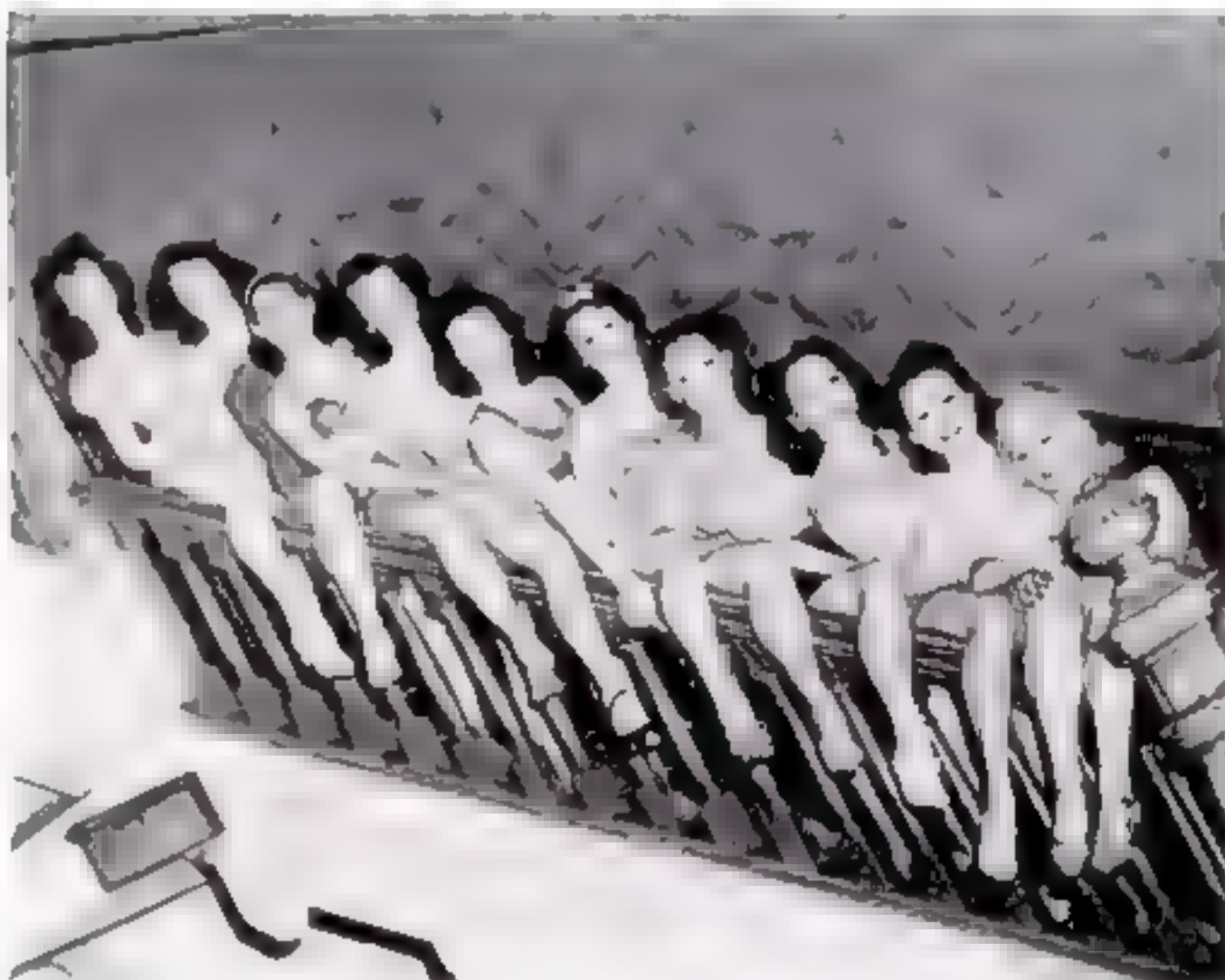
\$1.25 \$1.75 \$2.50 \$3.50
HIGHER OUTSIDE THE U. S. A.

MADE BY THE FORMFIT COMPANY • CHICAGO • NEW YORK

PEOPLE (continued)



J. Russell Young, dean of White House correspondents, was appointed Commissioner of the District of Columbia by President Roosevelt on March 29. For the last two decades he has covered the White House for the rich, conservative Washington Star. To Presidents and the press he is known as "Senator." His avocation is painting.



Aquacade, picked for the dancing and showgirl choruses of Billy Rose's Aquacade, went into rehearsal in a Manhattan theater on April 8. Aquabelles began their rehearsals at a local pool. The Aquacade, greatly revised and equipped this year with a huge water curtain, will give its premiere the opening night of the Fair, May 11.



Adelaide Moffett, daughter of James A. Moffett, former Federal Housing Administrator, breakfasted in Manhattan Easter morn with William P. Buckner Jr., recently convicted of defrauding owners of Philippine Railway bonds. Two days later he went to jail. Week later Miss Moffett revealed they had been married in February.



Edgar J. ("Cobber") Kain was hailed in Great Britain last fortnight as the first airmace of the war. He has shot down five enemy planes, landed from one encounter by parachute, wounded. A New Zealander, he wears around his neck, attached to his identification tag, a Maori luck charm. "Cobber" is New Zealand slang for "Pal."



Princesses Irene and Beatrix of The Netherlands, daughters of Princess Juliana, appear in this pose on postcards to be sold throughout their homeland for the benefit of Dutch charities. The portrait was taken by their cameraddict father, Prince Bernhard. Princess Beatrix was born in January 1938; Princess Irene in August 1939.



No Extra Fare

on these fine trains to the

SAN FRANCISCO WORLD'S FAIR

Overland Limited

CHICAGO-SAN FRANCISCO

All-Pullman luxury for no extra fare on the shortest route to San Francisco. Over the Rockies and High Sierra and across Great Salt Lake on the spectacular Lucin Causeway. Stewardess-nurses. Also economy service on the *San Francisco Challenger* (90¢ a day meals).



Golden State Limited

CHICAGO-LOS ANGELES

Extra fine accommodations and service for no extra fare. Two lounge cars. Low altitude route through El Paso (Carlsbad Caverns) and Southern Arizona. Also on this route, the economical *Californian* (chair cars and tourist cars exclusively, 90¢ a day meals, stewardess-nurse).



Sunset Limited

NEW ORLEANS-SAN FRANCISCO

One of the world's most famous trains, yet no extra fare. The *Sunset* follows the route of romance through New Orleans and the Old South to Los Angeles and San Francisco. Also on this route, the *Argonaut* to Los Angeles.



Cascade PORTLAND-SAN FRANCISCO



Connecting with northern trans-continental lines, the luxurious, all-Pullman *Cascade* speeds you to San Francisco through the rugged Cascade Mountains and past mighty Mt. Shasta. No extra fare. On this route you can enjoy a side trip to Crater Lake National Park, or a rail-motor coach tour through the famous Redwood Empire. Also on this route, the fine *Oregonian* and two other trains daily, offering coach and tourist accommodations, as well as standard Pullmans.

See Twice as Much!

Go to San Francisco on one S. P. route and return on a different S. P. route. See twice as much of the West for not 1¢ extra rail fare (from most eastern places).

Southern Pacific

*The Road of
Western Hospitality*

Mail this Coupon for free booklets describing the 1940 San Francisco World's Fair and Southern Pacific's Four Scenic Routes. Address O. P. BARTLETT, Dept. LE-4, 310 So. Michigan Ave., Chicago, Ill.

Your Name _____
Address _____
City _____ State _____



Life Goes Calling on Dorothy Dix

Lovelorns' No. 1 adviser lives in New Orleans



HER HOME IN NEW ORLEANS

A short, keen-eyed 89-year-old lady who lives quietly alone on a shady New Orleans side street, surrounded by cherished knick-knacks from all over the world, does not fit the popular conception of an adviser to the lovelorn. But such is Dorothy Dix, who through her daily column in 273 newspapers dispenses wisdom to 60,000,000 people. In real life Dorothy Dix is Mrs. Elizabeth Meriwether Gilmer. When LIFE called on her recently in her seven-room apartment on Prytania Street, it found her busily dictating to her secretary, Mrs. Cyril

Ryan (opposite): "... let mother have her own way. . . ." Dorothy Dix's working day begins at 9 a. m., ends at noon. Each afternoon Joe, her faithful chauffeur-valet for 13 years, drives her through Audubon Park.

Widowed and childless, Dorothy Dix is devoted to the family of her brother, Charles E. Meriwether, a New Orleans businessman. With them she shares a weekend house at nearby Pass Christian, summers in Asheville, N. C. But she will never leave home until the crape myrtle blooms in June.

Rich in the memories of a life that has made her the country's best-known newspaperwoman, Dorothy Dix looks back on a brilliant career: from her early days on the *Picayune* to when, as a murder-trial reporter, she became the greatest sob sister of the early 1900's. For more on her work, turn page.



TO MILLIONS, MRS. ELIZABETH MERIWETHER GILMER IS KNOWN AS DOROTHY DIX



A "café brûlot" party is given by Dorothy Dix for family and friends. Though president of New Orleans' exclusive Petit Salon, Dorothy Dix attends few large parties. Stand-

ing next to her (right) are her grandniece and nephew, Daisy (7) and Billy Meriwether (4). At extreme left are her sister-in-law, her nieces by marriage, Mrs. C. E. Meriwether

Jr., Mrs. William Douglas Meriwether. On sofa at right is Miss Mary Tebo, president of Orleans Club. Only friction between Dorothy Dix and secretary is the best brûlot recipe.

Those in the know...ask for

OLD CROW

A TRULY GREAT NAME

Among America's Great Whiskies



As in years gone by, men who know fine whiskey continue to ask for and enjoy Old Crow. Today, you can do so with added pleasure because of the REDUCED PRICE now effective.

BOTTLED IN BOND

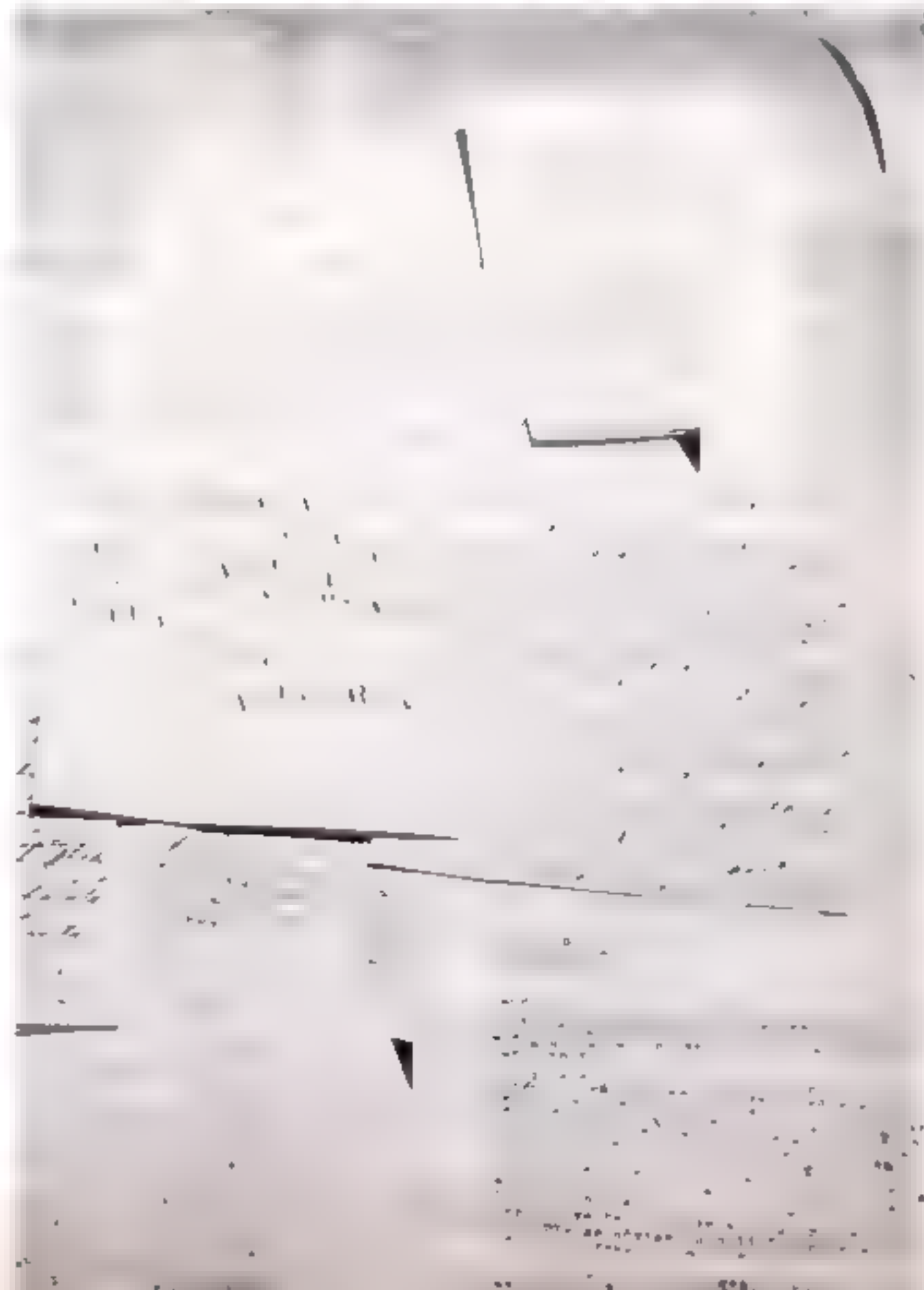
BOURBON OR RYE • KENTUCKY STRAIGHT WHISKEY
National Distillers Products Corporation, N. Y. 100 Proof



MORNING MAIL IS FILED IN INDIAN MARKET BASKETS BY JOE, THE VALET

For her pathetic public, which last year swamped her with more than 100,000 problems from all over the world, Dorothy Dix has an almost maternal affection. She encourages downtrodden derelicts, distracts potential murderers, derides immorality and deals out strait-laced, old-fashioned sense. Men write her as many letters as women. The chief masculine complaint is an impatient fiancée and a favorite feminine calamity is mothers-in-law. Under contract to answer all the letters, Dorothy Dix gives advice on anything from "What happens to the soul after death?" to a sure-fire remedy for superfluous hair. From each day's mail, the most interesting letters are weeded out by Ella Bentley Arthur (above, at right) to print in Dorothy Dix's col-

DAY'S MAIL AVERAGES 500 LETTERS. MILWAUKEEANS HAVE MOST PROBLEMS





IN THE STUDY, LETTERS ARE OPENED & SORTED BY ELLA BENTLEY ARTHUR

um. Mrs. Arthur, her devoted chief secretary for 13 years, has learned to simulate Dorothy Dix's admonitions and answers the bulk of the mail for her approval.

Distributed by the Ledger Syndicate, Dorothy Dix's column runs daily in 273 papers, including English-speaking editions in Japan, China, India and Africa, earns her \$70,000 annually. (In 1903 she wrote the *Sunday Salad* feature for the *New Orleans Daily Picayune* for \$5 a week.) The delight of editors, she has never missed a week, never sent copy in late in her 45 years as America's No. 1 confidante. For an emergency, an extra two-months' supply of her column is locked in her safe-deposit box at the Huberna National Bank, another one kept in her desk drawer.

OLD MAIL IS BURNED. FOREIGN STAMPS ARE SALVAGED FOR COLLECTORS



The stockings of life long beauty

The news is getting around: Berkshire gives women what they ardently want—sheer, silken, flattering stockings *that wear*.

And the men—they're being made happy, too. For they see their wives and daughters clad in trim, sleek stockings that last longer than they've been trained to expect.

After you've tried Berkshire Stockings you'll say their fast-growing popularity is deserved.

They're made, you know, by the largest maker of full-fashioned silk stockings in the world. You can count on your Berkshire Stockings being *right*.



Next time you shop for stockings, also ask for Berkshire *KANTRUNS*. These lovely, lacy, "no-run" stockings are in for a busy season.

Berkshire

STOCKINGS



for evening wear, with dancing slippers



for afternoon, with pumps or sandals



for street and business, with daytime shoes

Look for one of these seals on each pair of Berkshire Stockings, identifying them as 2, 3 or 4-thread

COPYRIGHT 1940 BY BERKSHIRE KNITTING MILLS, READING, PENNA.

SALE LIMITED TIME ONLY

WILDROOT WITH OIL for the hair

SPECIAL SALE
Large 10 oz. Bottle
~~\$1.00~~ **59¢**
and SAVE

TRY THE FINGERNAIL TEST!

SCRATCH your fingernail if you dare! If your fingernails show signs of scaling, you need Wildroot with Oil. Wildroot with Oil is for regular Wildroot formula plus pure vegetable oils to keep hair neatly in place without bothering up grease on the scalp. Most pleasing color fades away quickly. Get Wildroot with Oil while this offer lasts. Wildroot Company, Inc., Buffalo, N. Y., Port Erie, Ontario, Canada.

DON'T WAIT...GET THIS BARGAIN TODAY!

TORRID TEST in HAVANA

TEMPERATURE 81°



NO UNDERARM ODOR AFTER!

Yes, you can rely on Yodora's protection! Even under conditions that put a deodorant to the severest kind of test! To prove it, a trained nurse in tropical Havana arranged this dramatic "torrid test." She asked Miss R. V. to make the test. After using Yodora, Miss V. danced 4 hours, 30 minutes... at a temperature of 81°! Yet after this severe test, her underarms remained untainted!... Amazingly efficient—

Yodora seems as silky, delicate and lovely as your face cream. Will not spoil fabrics—leaves no sickly smell on garments. Jar 10¢, 25¢ or 60¢. Tube 25¢.

McKesson & Robbins, Inc.

YODORA
DEODORANT CREAM

TRUTH ABOUT CORNS



• Corns are caused by pressure and friction. But now it's easy to remove them. Fit a Blue-Jay pad over the corn. It relieves pain by removing pressure. Special medication acts on corn, gently loosens it so it can be lifted right out. By avoiding pressure and friction that caused corn, you can prevent its return. Get Blue-Jay Corn Plasters—25¢ for 6. Same price in Canada.

BAUER & BLACK BLUE-JAY CORN PLASTERS

SOUND SLEEP ASSURED

SLEEP SHADE

OVER 200,000 IN USE

Medically approved. Shuts out light, rests tired eyes, eases nerves. Held in place without pressure by patent, adjustable elastic over and under each ear. Assures restful sleep day or night.

SATEEN, Black only \$1.00. SATIN lined with waterproof silk, in Rose, Nile, Blue, \$1.00. Money back guarantee.

If your store cannot supply order direct.

SLEEP SHADE CORPORATION
425 BUSH ST., SAN FRANCISCO, CALIF.



PICTURES TO THE EDITORS



JAMES THURBER DREW THIS GLORIOUS HODGEPODGE WHEN HE WAS 7

EARLY THURBER

Sirs:

These pictures relate to James Thurber, humorist, author and playwright, as a baby, boy and young man.

When "Janie," as his mother calls him, was about 14 months old, his superstitious nurse said, "I'm afraid he won't be too bright. He had too much hair when he was born." But when Janie was 7, he began to draw in an old notebook (*above and below*), although even a clairvoyant could not have predicted an artistic career for him from a look at the drawings.

At 9 or 10 his teacher naively reported, "I think James is deaf. He never seems to hear anything I say to him." His marks, of interest in the light of his present artistic stature, were F in composition and G in drawing. By the eighth grade, he was down to F in drawing but up to E in composition. "He's so

nervous," his teacher said, "that when I call on him to recite, his Adam's apple rolls around so wildly he can hardly speak."

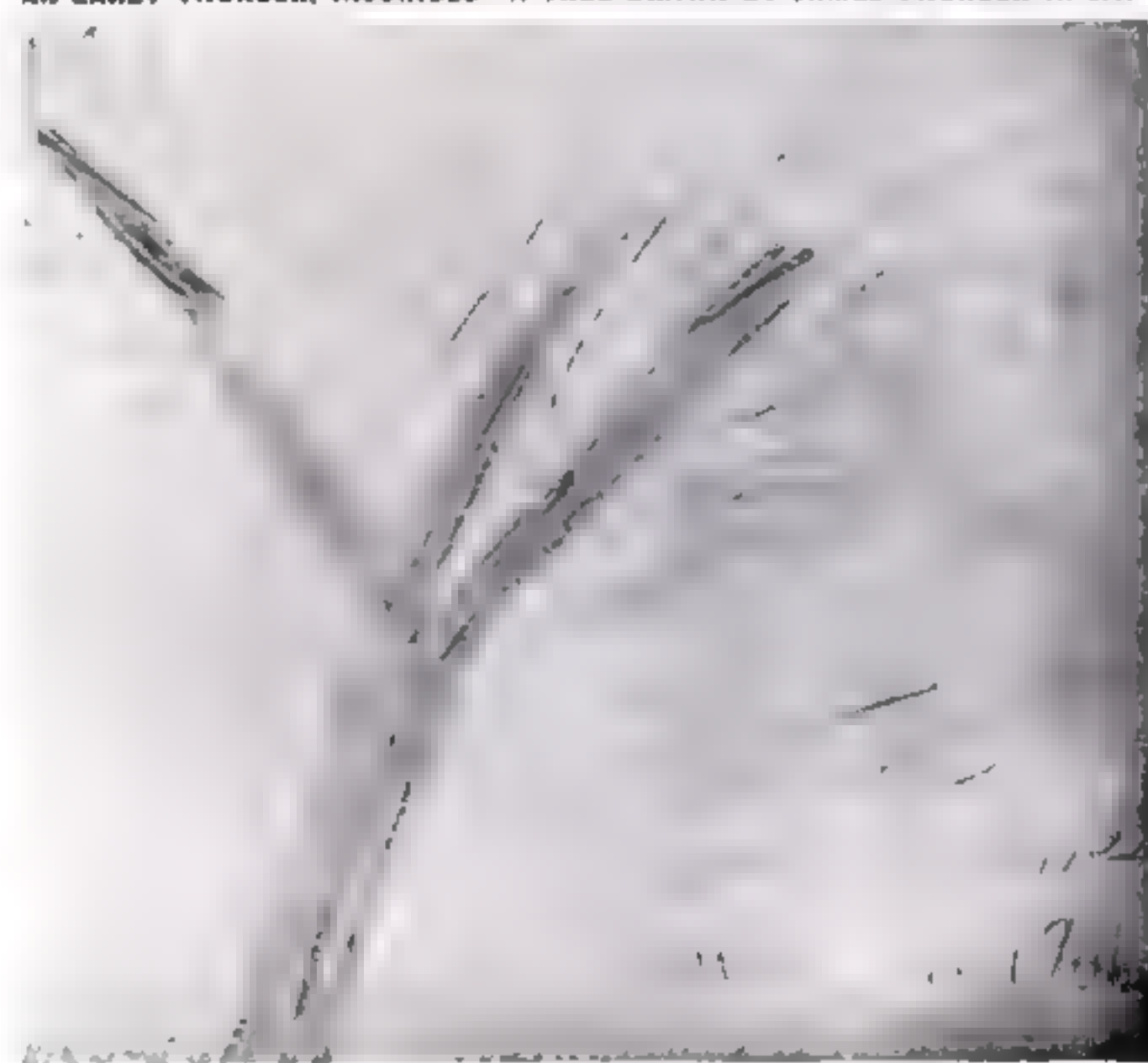
He was beginning to write for public consumption, however, and his eighth-grade class prophecy was a formidable manuscript of 8,000 words about a trip in a new invention, the "Sealroplane" which carried his classmates on a visit to Mars.

In high school Jim wrote poems about his pet dogs, Scottie and Rex, but he never made the staff of *X-Rays*, the school paper. Later at Ohio State, Jim wrote for the college daily and monthly humorous magazine and turned out plays for a men's musical-comedy club. Here he met Elliott Nugent and they acquired college laurels together, just as they are now acquiring dramatic laurels in their play *The Male Animal*.

RUTH Y. WHITE

Westerville, Ohio

AN EARLY THURBER, INSCRIBED "A TREE DRAWN BY JAMES THURBER IN 1903"



CONTRIBUTIONS: Minimum rates for all rights, including resale and reuse: \$5 per photograph. Amateur photographers are welcome as contributors but their work must compete with professionals on an equal basis and will be judged (and paid for) as such. Unsolicited contributions, however, whether professional or amateur will be neither acknowledged nor returned unless accompanied by adequate postage, packing and directions. LIFE will not be responsible for safe handling of same either in its office or in transit. Payment will be made only on approval and publication. Address all correspondence about contributions to CONTRIBUTIONS EDITOR, LIFE Magazine, TIME & LIFE Building, Rockefeller Center, New York.



**YOU CAN GET
QUICK RELIEF
FROM TIRED EYES**

Why suffer from burning, smarting eyes? Murine brings *quick, amazing relief*. A drop in each eye *night and morning*—that's the modern way to *cleanse and soothe* your eyes. Murine is *alkaline*—its six extra ingredients *completely wash away irritation*. Economical, too—no messy, wasteful eye-cup to bother with. Druggists have recommended Murine for over 40 years. Get Murine from your druggist today!

MURINE
FOR YOUR **EYES**

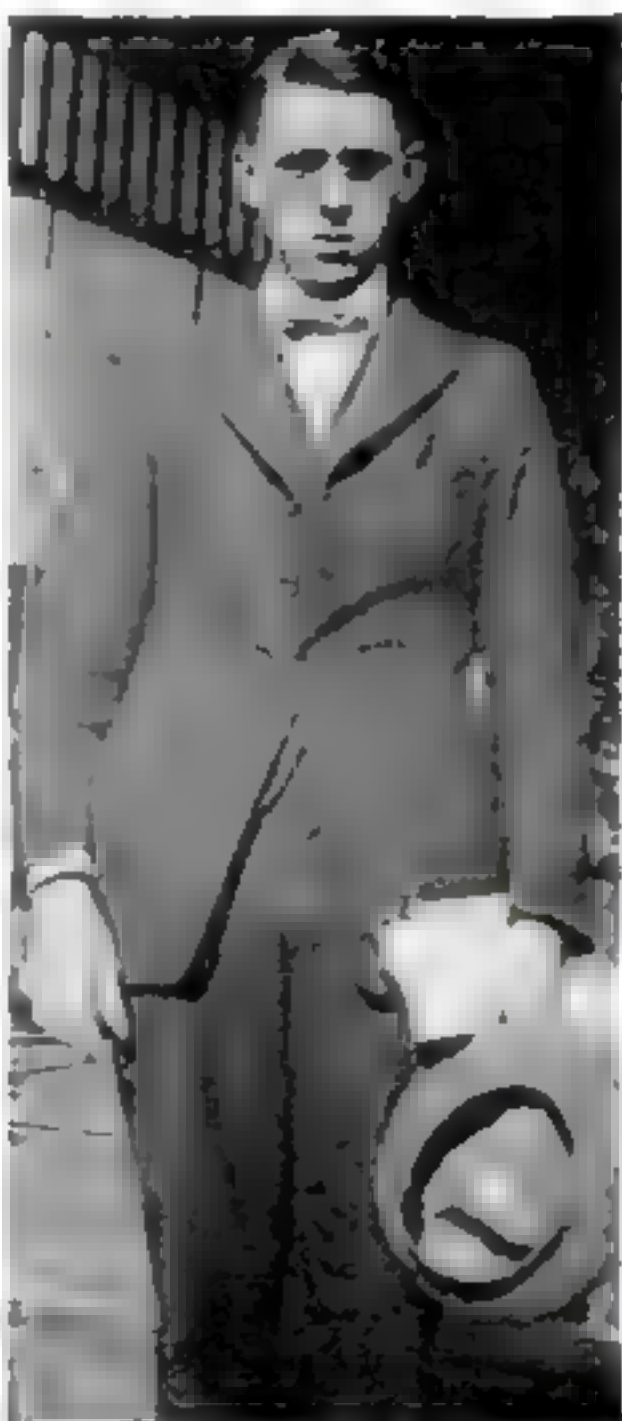
SOOTHES • CLEANSSES • REFRESHES



At 18 months, "Jamie's" old nurse was afraid "he wouldn't be too bright."



At 9, Thurber played deaf at school, was no genius in composition, drawing.



At 24, out of the War owing to a blind eye, he served in the Embassy in Paris.

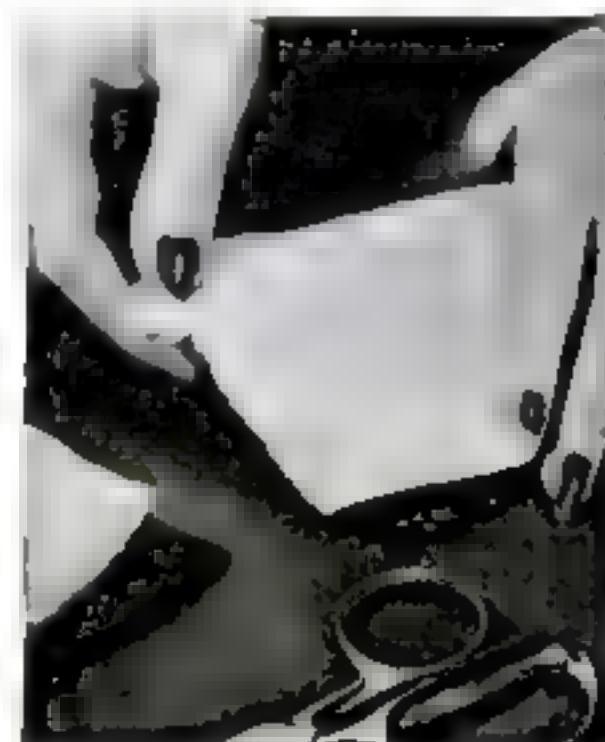
Kitty had a “go home” complex



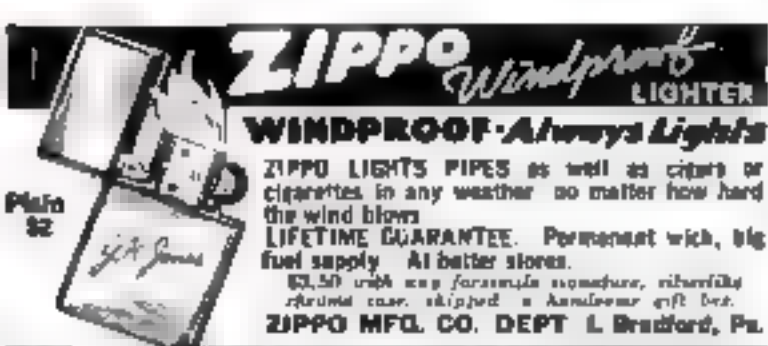
Kitty can be bally as a male sometimes. Just as we were coming out of the movies, Joe drove up in his new roadster with the crowd. They had some swell new dance records and wanted to get up a party. "Count me out," said Kitty. She was in one of her "go home" moods.



Was I perved! "Sometimes you're a regular 'stick-in-the-mud,'" I stormed. "I'm sorry," she mumbled, "but you'd fold up, too, if you chafed the way I do at certain . . ." "Listen," I interrupted. "You're miles behind the times. Haven't you heard that Modess now has 'moisture soning-ly'?" And the next thing Kitty knew, I had dragged her up to my bedroom and I was cutting a Modess pad.



"Feel this filter," I said, "and see why Modess is softer. It's made of fluff—unlike 'layer-type' napkins. And Modess stays softer because 'moisture-soning' acts to direct moisture inside the pad, keeping edges dry and comfortable longer than ever!"



"And listen," I crowed. "Modesty is so soft, it molds to the body smoothly — without bulk or bunching. And it's *safer*, too!" Dropping some water on its moisture-resistant backing, I proved it didn't strike through.



Well—it was Kitty herself who insisted on going back to Joe's. And did we have a marvelous time! Kitty was the "life of the party" and when Joe's mother invited us to stay for a snack, Kitty didn't prep a word about going home. Modest certainly cured *that* complex—just as I knew it would!

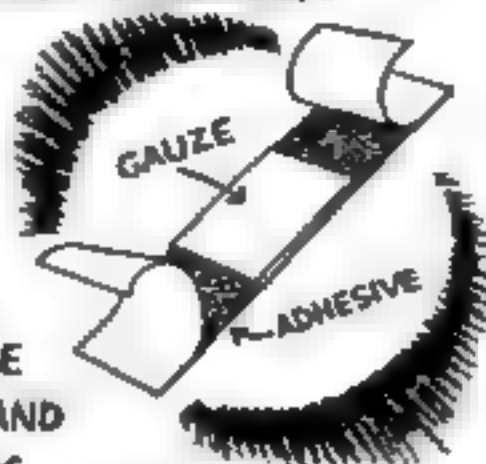
**Try it Now! New Miracle Modess
with "Moisture Zoning"**

A CARELESSLY USED KNIFE CAUSES MANY A LITTLE CUT, WHEN CUTS, MINOR BURNS AND BLISTERS NEED BANDAGING...



USE A READY-MADE **BAND-AID**...AFTER TREATING INJURY... INSTEAD OF FUSSING AROUND WITH AWKWARD, HOME-MADE BANDAGES.

BAND-AID IS NEAT AND CONVENIENT. JUST STICK ONE ON...AND IT STAYS... EVEN ON HARD-TO-BANDAGE PLACES. BUY A BOX TODAY AND HAVE IT READY. 19¢ FOR 36 ASSORTED SIZES.



Johnson & Johnson
BAND-AID
Reg. U. S. Pat. Off.
ADHESIVE BANDAGES



*You Can't Sleep
With a*
HEADACHE



**Get Quick Relief
With STANBACK!**

When headache and nerve strain due to headache threaten to ruin your day or keep you awake at night, you can get quick, gentle relief with **STANBACK!** **STANBACK** also relieves neuralgia and muscular aches. 10c & 25c at drug stores.

For trial package, send 10c coin or stamps to Dept. 4, Stanback Co., Ltd., Salisbury, N. C., U. S. A.



Follow package directions. For frequent headaches, see a doctor.

**MILLIONS
USED
YEARLY!**



PICTURES TO THE EDITORS

(continued)

BULLFIGHT SPECTATOR

She:

Five hundred and four girls from Stephens College, Columbia, Mo., have been visiting Mexico. Among other sights, they saw a bullfight in Mexico City. During the course of the fight, the college photographer kept his camera

trained on pretty Helen Radloff, of Plymouth, Wis., who is seen in the picture directly below with an openmouthed expression. The pictures graphically illustrate her changing reactions to the various phases of the bullfight, beginning with pleasure and ending with horror.

JACK STARR-HUNT

Mexico City, Mexico



SHE IS OPENMOUTHED AT BEAUTY OF TOREADORS' REGALIA AS THEY ENTER



SHE GRITS HER TEETH AS BULL CHARGES "BANDERILLEROS" HORSES



SHE SHRIEKS AND BECOMES TENSE WHEN DARTS ARE THROWN INTO BULL



AT THE KILL, SHE HIDES HER FACE WITH HER HAND BUT STILL TAKES A PEEP

The Man in the Slot



NINETEEN MINUTES before a big city newspaper's first edition goes to press. Page by page, a story starts coming across the city editor's desk.

The city editor reaches for his phone, calls the make-up editor in the composing room. "How we doing?" he asks. "This City Hall story looks pretty hot."

"We're going to be tight. Keep it down," warns the make-up editor. "We can't squeeze the Washington story another inch."

"Okay," responds the city editor. He looks at the penciled layout for Page One, scribbles some figures in the upper corner of the sheet of copy, and with an expert twist sends it sailing onto the big horseshoe desk next to his own.

"We're tight, Mac," he calls to the man in the slot. "Cut it a third."

► Seventeen minutes now to the deadline... only ten for cutting, editing, headline-writing. For those vital ten minutes, the responsibility rests on the shoulders of the man in the slot... newspaper parlance for the head of the copy desk.

A dozen considerations flash their chain lightning patterns across the slot man's mind. Tyler's story... Tyler the brilliant and touchy. He got it out of that certain municipal department which is giving off a faintly gamy odor. The boss will want it in all editions. This isn't the big break though, just another build-up to it. Damn good story... real stuff in every paragraph. Hard to cut. Needs a headline with sock. Who's to handle it? Ward's fooling around with that zoo story... Won't do, his cuts make Tyler sore. Colihan's a better bet.

"Colihan," says the man in the slot. One of the furious pencil-wielders around the rim of the horseshoe looks up. "Cut this a third and put a thirty-six head on it in time for the bulldog."

All this has used up fifteen seconds.

Colihan has nine and a half minutes to cut and edit and write a top headline and sub-headline. Every line of both headlines must count exactly so many characters and spaces, figuring *i* as a half and *m* and *w* one and a half characters.

Then the slot man will take just fifteen seconds more to review Colihan's work, change "banned" to "curbed," sniff the whole concoction for traces of libel, and shoot it to the news editor in the composing room.

It is a shorter story than Tyler's original, and a better one—keener of edge, swifter of impact, yet complete in every essential detail.

► The slot is not a glamorous job. It hasn't been discovered by Shubert Alley or the fiction magazines. To the cub reporter, eager for by-lines and self-expression, the whole copy desk looks like a backwater. It takes maturity—grasp of the whole art of news presentation—to appreciate the little miracles that a good copy desk passes.

► Among the men who write and edit The Weekly Newsmagazine, the man in the slot and the men on the rim are held in greater respect, perhaps, than in their own city rooms. For more than any other newspapermen in the business, TIME men write with the consciousness that they must cut, prune, hone, concentrate, and distil. The fight against the clock is not so desperate on a weekly, but the battle for each line of space is many times fiercer.

And the raw material for each issue is mountain-high... product of TIME's own 75 correspondents, 500 news scouts, and the 100,000 correspondents and reporters of all the nation's newspapers and wire services, throughout a whole week of the world's activities.

► Journalism in the U. S. A. pours out millions of words each week; TIME's limit is some thirty thousand. And when every word must do the work of a dozen, it needs to be a better word, and more economically joined to its fellows. Nouns must paint landscapes, adjectives must do portraits, verbs must shoot straight.

Each story in TIME must be direct, keen, complete; each story must earn its place as an essential link in understanding the world's news of the week.

► TIME has developed the art of news condensation, as practiced by the slot men and rim men of the dailies, to a new high. For every issue of TIME is "tight"—its limit that irreducible minimum of news every intelligent man and woman must know. Which is one reason why TIME has won the genuine devotion of 700,000 busy families—with their ranks growing deeper every week.

This is one of a series of advertisements in which the Editors of TIME hope to give all the readers of LIFE a clearer picture of the world of news-gathering, news-writing, and news-reading—and the part TIME plays in helping you to grasp, measure, and use the history of your lifetime as you live the story of your life.



TIME

-- THE WEEKLY NEWSMAGAZINE

How's your "Pep Appeal"?

—by Dorne



Sis: You've got the notes. But where's the "oomph"?



Bud: What the Sam Hill is "oomph"?

Sis: Another word for "pep appeal," stupid. A feeling of well-being . . . something you wouldn't understand. And I'll bet I know why! You don't eat right. *You don't get your vitamins!* Come along with me and I'll introduce you to them.



Sis: I heard the doctor say we need to get *all* our vitamins for pep. And right in that delicious cereal called KELLOGG'S PEP are extra-rich sources of two of the most important ones—vitamins B₁ and D.

Bud: Say! Where've you been keeping this? It tastes like a million dollars!



Bud: (sometime later) I'm leading the band tonight, Sis. Am I going to be hot!

Sis: Well . . . where there's pep there's hope!

Vitamins for pep! Kellogg's Pep for vitamins!

Pep contains per serving: 4/5 to 1/5 the minimum daily need of Vitamin B₁, according to age; 1/2 the daily need of Vitamin D. For sources of other vitamins see the Pep package.

MADE BY KELLOGG'S IN BATTLE CREEK

COPYRIGHT, 1940, BY KELLOGG COMPANY

PICTURES TO THE EDITORS

(continued)

DESERT MARRIAGE

Sirs:

Salome, Ariz., 60 miles beyond the California border on the highway between Los Angeles and Phoenix, advertises itself as "Arizona's Gretna Green Out Wickenburg Way Twist Mountain &

Valley. Marriage Licenses Issued And The Knot Tied Day or Night." Passing through there recently, I photographed these scenes, which with their signs, speak eloquently for themselves.

FREEMAN ROLLINS
Los Angeles, Calif.



SIGN ADVISES THAT SALOME, ARIZ., IS WHERE SALOME DANCED ON DESERT



COUPLES CAN BE MARRIED AT ANY TIME BY NOTING SIGNS AT RIGHT OR LEFT



DESERT JUSTICE'S COURTHOUSE HAS BAR WHERE COUPLES CAN CELEBRATE



LETTER FROM THE WAR ZONE

1. "Fires, floods, and famine are my daily meat, so maybe I'm what you could call tough," reads a much-post-marked letter from a newsreel cameraman. "But what I've witnessed over here lately makes the chills run up and down my spine! You've seen the more palatable parts of the newsreels I took of the fall of Warsaw. Maybe you wondered how they were gotten out of the country. They were concealed inside a native loaf of bread, flat, round and the size of a cart-wheel! Even so, I had a narrow escape from a hungry border guard!



2. "So when I hit Bucharest I felt like celebrating! I wanted something special, and I found it—your Canadian Club. Then I called up the Boss to tell him I was sending him the newsreel scoop of the century! He was so tickled he forgot it was costing him ten dollars a minute! He even called me back a week later in Rome, when he'd seen the shots, sent on ahead by overseas plane.



3. "This cost him only eight dollars a minute, but he took five minutes to tell me they really *were* the newsreel scoop of the age! He signed off with, 'You've earned yourself a drink. Go have one on me!' Which I did, of Canadian Club! That whisky certainly *does* get around. I have yet to visit a country that doesn't have it!"



CHANGE TODAY, AS THOUSANDS HAVE

Taste for yourself why more Americans drink Canadian Club than any other Imported Whisky

WHY do *twice* as many Americans now drink Canadian Club as did a few years ago? Why have they changed to this rare, imported whisky?

The answer is in Canadian Club's utterly *distinctive* flavor—its all-round agreeable nature—that surprises and delights *all* tastes. Men themselves say Canadian Club is "*light as Scotch*," "*rich as rye*," "*satisfying as bour-*

bon." Yet it has a delicious flavor all its own.

In Scotland, as in U. S. A., Canadian Club is the leading imported whisky. It is a favorite in 87 lands. Discover why, for yourself. Just try this unusual whisky in your usual drink, and taste the pleasing difference. Start to enjoy Canadian Club today! Canadian Club Blended Canadian Whisky. 90.4 proof. Imported by Hiram Walker & Sons Inc., Peoria, Illinois.

IN 87 LANDS
WHISKY-WISE
MEN ASK FOR

*Canadian
Club*

6 YEARS OLD



Copyrighted material

Bob Swanson

picks his racing cars for speed—
his cigarettes for
slow burning



HERE THEY COME in a hurricane of flying dirt and squirting oil. You can almost hear the high whine of the motors and the shriek of brakes and burning tires as they streak into the sharp unbanked curves. They may call 'em "midget racers," but there's speed to burn underneath those toy-like hoods. Leading the pack in the picture above is veteran Bob Swanson, Pacific Coast champ. In

a split second these racers may be climbing each other's hoods, hurdling, somersaulting, flying through fences. Bob Swanson likes a slower pace in his off-time. Fishes a lot. Smokes Camels a lot. He explains: "I don't like overheating in my cigarette any more than I like it in a racing motor. I stick to Camels. I know they're slower-burning... milder and cooler."

Slower-burning Camels give the extras



SPEED'S MY DISH IN A RACING CAR—BUT I WANT MY CIGARETTE **SLOW-BURNING**. CAMEL CIGARETTES BURN ON THE SLOW SIDE—GIVE THE 'EXTRAS' IN SMOKING PLEASURE

WITH BOB SWANSON, it's always a slow-burning Camel. "That slower way of burning makes a big difference, I've found," says Bob. "Camels are milder—easier on my throat. They don't bother my nerves. They never tire my taste. And they give an extra amount of smoking, too." Yes, speed is fine in the right place, but millions have learned that in cigarettes the coveted extras of coolness, mildness (which includes freedom from irritation), and full, rich flavor go with *slow-burning* Camels.

**MORE PLEASURE PER PUFF
... MORE PUFFS PER PACK!**



In recent laboratory tests, CAMELS burned 25% slower than the average of the 15 other of the largest-selling brands tested—slower than *any* of them. That means, on the average, a smoking *plus* equal to

**5 EXTRA SMOKES
PER PACK!**

Copyright, 1948, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

Camels—the cigarette of Costlier Tobaccos